

## SEPTA Forward: Bus Revolution

# Phase 2: Engagement Findings & Lessons Learned



August 2022

## Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>1</b>
<b>2</b>	<b>Phase 2 Approach .....</b>	<b>5</b>
<b>3</b>	<b>Summary of Engagement Activities .....</b>	<b>8</b>
<b>4</b>	<b>Lessons Learned .....</b>	<b>18</b>
	<b>Appendix A: Survey Results .....</b>	<b>20</b>
	<b>Appendix B: Survey Monkey .....</b>	<b>35</b>
	<b>Appendix C: Pop-Ups.....</b>	<b>44</b>
	<b>Appendix D: Project Bus .....</b>	<b>53</b>
	<b>Appendix E: Virtual Community Conversations .....</b>	<b>55</b>
	<b>Appendix F: Story Map (English and Spanish).....</b>	<b>57</b>

# 1 Introduction

This report focuses on the engagement from **Phase 2 of the SEPTA Forward: Bus Revolution** project that took place during the spring and summer of 2022. This follows the [Phase 1: Engagement Findings & Lessons Learned](#) report, which summarizes fall of 2021 engagement activities, and was published to the project website in early 2022. As with Phase 1, all Phase 2 activities were based on the principles, tactics, target audiences, and other key considerations identified in the May 2021 Bus Revolution [Public Engagement Plan](#) that was published on the website at the beginning of the project.

This Phase 2 Engagement report is organized into five sections:

- **The first section** introduces the report, summarizes **key findings**, and provides **background information** on the Bus Revolution project for those who may not be familiar.
- **The second section** describes the **engagement approach and outreach methods** used for Phase 2 of the project.
- **The third section** provides a summary of **each engagement activity**, including:
  - Survey results
  - 8 pop-up events at major bus transfer locations
  - 8 project bus appearances at major community events across the SEPTA region
  - 12 virtual public meetings, including 10 “Community Conversations” (each focused on a different sub-area of the region) and 2 “Transit Talks” (each focused on the region as a whole)
  - Digital media & communications
  - Ongoing stakeholder engagement, including with SEPTA bus operators
- **The fourth section** identifies **lessons learned**, which the Bus Revolution team will use to inform the next phase of engagement for the project, planned for Fall 2022.
- **The fifth section – the Appendices** – consist of more detailed information, including: a comprehensive analysis of the survey; photos and materials from in-person engagement events; and additional details and metrics.

## Summary of Findings

Phase 2 Engagement: Key Metrics	
1,774	People completed the online survey
16	In-person engagement events (8 Pop-Up events + 8 Project Bus appearances at community events)
153	Rider comments recorded at Pop-Up events
654	Votes cast on the bus network preferences activity at Project Bus events
2,669	Postcards handed out at Pop-Up or Project Bus events
12	Virtual public meetings (10 Community Conversations + 2 Transit Talks)
606	People attended virtual public meetings
131	Questions answered live during virtual public meetings
10,693	People viewed the online Story Map between April 19 <sup>th</sup> and July 5 <sup>th</sup> (includes visits to Spanish and Chinese versions)

## Key Takeaways

The Bus Revolution Phase 2 engagement focused on collecting input on two different designs for a new SEPTA bus network (referred to as “Network Options 1 & 2”). Feedback was both quantitative (overall ratings, preferences, etc.) and qualitative (what people like/dislike about each option). The Bus Revolution team used a variety of methods intended to reach a large and diverse mix of riders, non-riders (i.e. *potential* riders), and people of all socio-economic and demographic backgrounds (as detailed in *Section 3. Summary of Findings*).

Some key takeaways from Phase 2 engagement include:

- **More people preferred Network Option 1 overall, but by a plurality rather than majority** (less than 50% of all respondents). A little over one-fourth of respondents preferred Network Option 2; and about the same number of people responded they were either unsure, preferred neither, or needed more information.
- **People who liked Network Option 1** most liked that buses would arrive more frequently, so that they would not have to wait as long at the bus stop.



- **People who liked Network Option 2** liked that there were more routes, so they would not have to walk as far to/from the bus, and that more routes gave them more choices and options of how to get around.
- **People who were unsure** mentioned a variety of reasons, including: wanting both the higher frequencies shown in Option 1 and the greater number of routes shown in Option 2; recognizing the advantages/disadvantages of each option for different areas of the region or for people with different walking capabilities; liking the existing network; or desiring something specific without understanding which option would better address it.
- **People supported the use of microtransit** (an on-call SEPTA shuttle bus service), assuming the fare would be the same as a typical bus ride, including about two-thirds of respondents from the SEPTA region's suburban counties.
- **People expressed the desire to retain certain key L-shaped routes and 1-seat rides** (such as into Center City).
- **People supported having more route options in areas where it is important to minimize walking distance**, such as near medical facilities, and in areas where people more commonly use the bus for shorter trips.

## About Bus Revolution

The SEPTA Forward: Bus Revolution project is a comprehensive redesign of SEPTA's bus network, with the goal of making it more efficient, reliable, and simpler to understand and use. The Bus Revolution will redesign the bus network to better match the way people travel, by taking a blank slate, top-to-bottom look at the bus network, and listening to riders, operators, and other members of the public in the SEPTA region.

This project is a key part of the SEPTA's strategic plan, SEPTA Forward, and SEPTA's efforts to revamp its services and better connect people and places across the region. Together with other SEPTA Forward projects, such as the Regional Rail Master Plan, the Rail Transit Wayfinding Master Plan, and Trolley Modernization, Bus Revolution is a game-changing effort to proactively align transit services with the needs of a growing, changing region. Changes to the bus network will begin to be implemented in 2023.

### BUS REVOLUTION GOALS



***Put the Rider First***



***Increase Access to Opportunity***



***Build Trust with Reliable Service***

## Overall Project Timeline

The Bus Revolution is a **three-year effort**, beginning in Spring 2021, that includes both **redesigning and implementing** changes to the bus network. The overall project timeline is illustrated in **Figure 1**.

- Year 1: Collecting data, evaluating the market, transit needs, and bus network trade-offs, analyzing individual bus routes, and talking with riders and members of the public
  - Phase 1 Engagement – Understanding Rider Preferences: Trade-offs
- Year 2: Developing scenarios for how bus service could be improved and asking for input, which will lead to a final set of recommendations
  - Phase 2 Engagement – Evaluating Scenarios: Network Options 1 & 2
  - We Are Here***
  - Phase 3 Engagement – Workshopping Draft Network
- Year 3: Beginning to implement the recommendations
  - Ongoing outreach and communications throughout implementation

**Figure 1: Overall Project Timeline**



## 2 Phase 2 Approach

In the spring of 2022, the Bus Revolution team developed two different designs for a new SEPTA bus network (referred to as “Network Options”) for members of the public to compare and provide feedback on.

- **Network Option 1** emphasized a simple network design, with fewer routes and higher frequencies overall than Network Option 2.
- **Network Option 2** also emphasized a simple network design, but with more routes and lower frequencies overall than Network Option 1.
- **Both Options** showed higher frequencies, but less routes overall, than the existing network (see **Figure 2**).
- **The redesign is meant to be cost-neutral**; therefore, the Network Options were developed such that they would both cost about the same as each other, and the same as the existing network.

**Figure 2: Network Options 1 & 2 Comparison**

	Existing Network	Network Option 1	Network Option 2
All Bus Routes	125	93	109
Frequent Bus Routes	32	48	36
Microtransit Zones	0	13	9

The purpose of developing two Network Options was to understand what SEPTA bus riders and members of the public liked and didn’t like about both options, including the nuances of how each option would affect travel differently in different areas of the region, and for various groups of people. Rather than asking people only to vote for one or the other, the Bus Revolution sought feedback on both, since the Draft Network that will be developed for the next phase of the project will be a “hybrid” of the two options—aiming to incorporate the best features of each.

## Public Education & Outreach

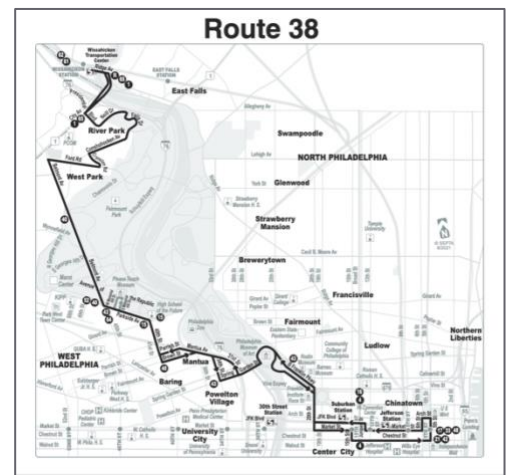
The Network Options were published to the project website in April 2022. Members of the public who visited the website were prompted to provide feedback through an **online survey** (see *Appendix A*) after learning about the Network Options through an **online Story Map** (see *Appendix F*). Interactive webmaps of [Network Option 1](#) & [Network Option 2](#) were also published for users to explore, search locations, zoom-in to different neighborhoods, and follow different routes.

## Challenges & Methods

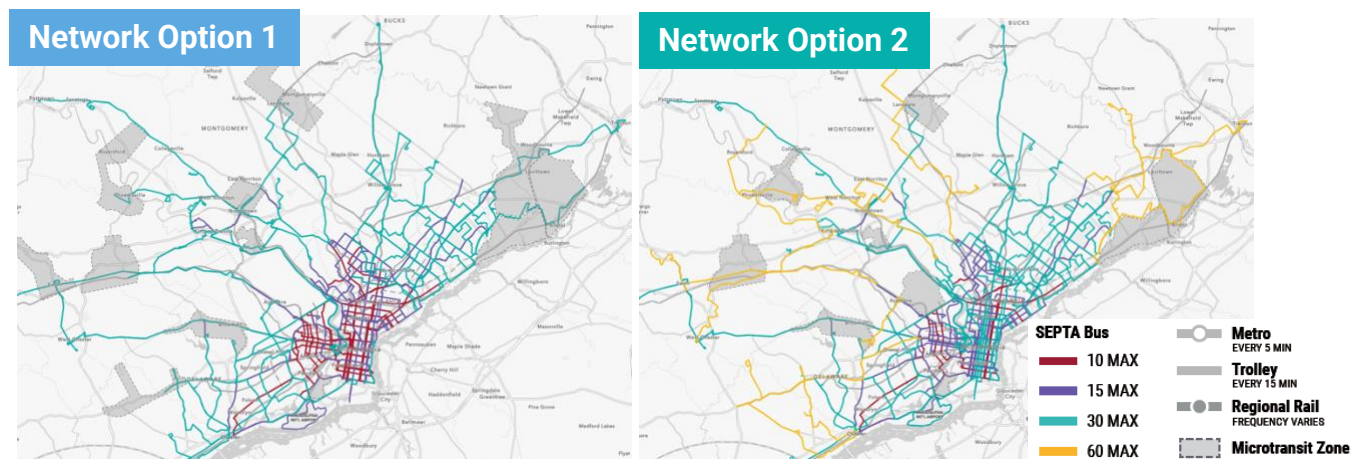
The Bus Revolution team anticipated several challenges in communicating the Network Options, including:

1. Many bus riders are not familiar with reading bus network maps or thinking about the individual routes they take as part of a network, which can be a very abstract concept. Bus maps at SEPTA stations often show only one route at time (see **Figure 3**).
2. Due to the large size of the SEPTA region and high number of bus routes, maps of the Network Options at the system-wide scale did not easily translate to the printed page, except to give a high-level indication of the differences (as shown in **Figure 4**). They were also difficult to view on a smart phone.
3. The names of the routes in the Network Options differed from the route numbers that people are familiar with, in addition to the routes themselves changing. For this reason, if a rider asks, “What will happen to the Route 38?”, the answer is complicated—the route is not necessarily staying or going, but rather, changing in multiple ways, or has been replaced by a new route altogether.

**Figure 3: Example SEPTA Bus Route Map**



**Figure 4: Maps of Network Options 1 & 2**



To help address these challenges, SEPTA developed a comprehensive engagement strategy to: use **in-person engagement events** to show large maps of specific areas of the region (centered around the location of that event) and engage with people who may be less likely to find out about the project online; and use **virtual meetings** to walk members of the public through how to use the Story Map and Network Options interactive maps, in addition to hearing their feedback and answering any questions. Additionally, a “**Where’s My Route?**” lookup tool was developed (hardcopy and online) to help riders find out what would happen to their individual route in either Network Option.

**Figure 5** shows the calendar of engagement activities, from the first event on April 19<sup>th</sup> to the final event of the season on July 14<sup>th</sup>. This calendar illustrates the strategic framework for how the Bus Revolution approached public engagement during this complicated phase. More detailed lists of dates for each type of activity, along with summaries of feedback, are provided in their respective subsections in *Section 3. Summary of Findings*.

**Figure 5: Calendar of Phase 2 Engagement Activities**

S	M	T	W	R	F	S
17-Apr (Easter)	18-Apr (Tax Day)	19-Apr	20-Apr	21-Apr	22-Apr (Earth Day)	23-Apr
24-Apr	25-Apr	26-Apr	27-Apr	28-Apr	29-Apr	30-Apr
1-May	2-May	3-May	4-May	5-May (Cinco de Mayo)	6-May	7-May
8-May	9-May	10-May	11-May	12-May	13-May	14-May
15-May	16-May	17-May	18-May	19-May	20-May	21-May 2x
22-May	23-May	24-May	25-May	26-May	27-May	28-May
29-May	30-May (Memorial Day)	31-May	1-Jun	2-Jun	3-Jun	4-Jun
5-Jun	6-Jun	7-Jun	8-Jun	9-Jun	10-Jun	11-Jun 2x
12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun
19-Jun (Juneteenth)	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun
26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul
3-Jul	4-Jul (4 <sup>th</sup> of July)	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul
10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul	16-Jul

**Color Key:**

Pop-Up Event (8)
Project Bus Appearance (8)
Community Conversation (10)
Transit Talk (2)

## 3 Summary of Engagement Activities

### Survey Responses

An official Phase 2 online survey was developed as a core method for collecting comments and gathering insight into how people felt about each Network Option. This survey was available in English, Spanish, and Chinese, and was promoted from late April through the end of June at Bus Revolution in-person events and virtual meetings. Direct marketing included email blasts, social media, and work with Transit [App].

Survey Responses: Metrics	
<b>1,774</b>	<b>People completed the online survey</b>
<b>940</b>	<b>Surveys collected through Network Options Story Map on project website</b>
<b>834</b>	<b>Surveys collected through Transit [App]</b>
<b>59%</b>	<b>Percent of respondents who took a SEPTA bus the same day they took the survey</b>
<b>45%</b>	<b>Percent of respondents who preferred Network Option 1</b>
<b>29%</b>	<b>Percent of respondents who preferred Network Option 2</b>

The survey asked people to review the Network Options through the online Story Map (or static images if using the Transit app), rate and comment on each option, and share thoughts on microtransit. Demographic information was also collected. Some key takeaways from the survey are as follows:

- **Network Option 1 is the more popular option—but by a plurality, not a majority, of people.**



- While a higher percentage preferred Option 1 (45%) to Option 2 (29%), a significant number of people also responded that they were unsure (17%) or that they didn't like either network (10%).
- **Network Option 1 was selected by people who liked the increased service frequency on bus routes.**
  - About two-thirds of people who preferred Option 1 selected “Buses arrive more frequently, so I won't have to wait as long at the bus stop” as the reason why.
  - Others who preferred Option 1 responded that it looked simpler and easier to understand, or that it would make their bus trips faster.
  - The people who preferred Option 1 tended to be less vulnerable individuals. This group included larger portions of people with higher incomes, males, and access to cars.
- **Network Option 2 was selected by people who preferred shorter walks and more choices and options.**
- **People are generally open to using microtransit.**
  - Those who are open to it like that it would be cheaper than other rideshare options, such as Uber or Lyft.
  - People who said they would not use microtransit most commonly selected “I don't usually plan my public transportation route that far in advance” as their reason why.

For a detailed summary of the Phase 2 online survey results, see *Appendix A*.

## Pop-Up Events

Pop-Up Events: Metrics	
<b>8</b>	<b>Total pop-ups, each at a different key bus transfer location</b>
<b>153</b>	<b>Total in-person rider comments recorded by Bus Revolution team staff</b>
<b>1,769</b>	<b>Total postcards handed out</b>

The goal of the pop-up events was to meet riders where they are—at SEPTA bus stations. The Pop-Ups took place at 8 different key bus transfer locations during Spring 2022, as shown in **Figure 6** below. Each of these pop-ups included:

- Two boards showing maps of the two distinct Network Options, each zoomed-in to focus on the area around that particular location (e.g. North Philly-centric maps were shown at the pop-up at Olney Transportation Center)
- Info board highlighting the key differences between the Network Options

- An input-gathering notetaking form for facilitators to capture what people are saying about the Network Options
- Postcard handouts directing riders to the project website, where they could view the Story Map and complete the online survey
- Fact Sheets including the differences between the two Network Options, upcoming events, and other relevant information
- A booklet of hardcopy, laminated maps showing the two different Network Options in all areas of the SEPTA region
- Giveaway items, including tote bags and stickers

**Figure 6: Phase 2 Pop-Up Event Schedule & Key Metrics**

#	Date	Location	Times	Comments Recorded	Postcards Distributed
1	4/26 Tue	Frankford TC	3:30-6:30 pm	25	250
2	5/3 Tue	Olney TC	3-6 pm	16	399
3	5/10 Tue	69 <sup>th</sup> St. TC	3-6 pm	22	330
4	5/17 Tue	Chester TC	3-6 pm	16	133
5	5/24 Tue	Norristown TC	3-6 pm	13	151
6	5/31 Tue	Broad & Oregon (Marconi Plaza)	3-6 pm	17	161
7	6/7 Tue	Wissahickon TC	3-6 pm	21	165
8	6/14 Tue	15 <sup>th</sup> & JFK Blvd	11 am-2 pm	23	180
<b>Total</b>				<b>153</b>	<b>1,769</b>

The Bus Revolution team used the boards of the Network Options maps to talk with riders about how their bus routes would be affected. Once an understanding of the options was established, riders were asked what they liked and disliked about each option, what they would change about either option, and which option they would prefer overall. A snapshot of what we heard from these conversations is listed below.

- **Network Option 1** - Riders were more than twice as likely to prefer Network Option 1 over Network Option 2. In general, these riders preferred shorter wait times at the bus stop (higher frequencies), even if it meant having to walk a little further to the bus.
- **Network Option 2** - Riders who preferred Option 2 tended to prefer shorter walks, even if it meant longer wait times at the bus stop. These riders also cited liking the availability of having multiple transportation options, and mentioned the needs of seniors and people with disabilities that need to be kept in mind.

- **Unsure / Neither / Need more info** – One of the challenges of this phase of engagement was the unfamiliarity that many riders have with reading bus network maps, particularly at the sub-area map levels shown on the boards. (Maps showing a single route are more common).
  - Anticipating this, for each rider conversation, Bus Revolution staff began by explaining the differences between the two options, taking questions until they could establish that the differences were understood—and then asked about network preferences.
  - While many riders were able to select their preference during our dialogue, a significant number of riders remained unsure. In general, many of the reasons these riders mentioned were related to: recognizing the advantages/disadvantages of each option for different areas of the region or people with different walking capabilities; liking the existing network; or desiring something specific without understanding which option would better address it.
- **Other / “Parking Lot”** – A significant number of riders wanted to talk to SEPTA about other issues not directly related to the Network Options. Some of these comments were related to bus routes (various suggestions or issues that may overlap with the comments marked “Unsure / Neither / Need more info”); but in general, these were comments about safety and security, cleanliness, fares, staffing/operators, and other issues that the project does not directly address, but that SEPTA was able to record for use in other initiatives.

## POP-UPS: WHAT WE HEARD

### *Riders Preferring Option 1*

- “It’s not that bad walking, as long as I don’t have to walk far.” – Rider at Olney TC
- “I like faster options. Trade-offs are worth it. Don’t like 60 min apart ones.” – Rider at Chester TC
- “Option 2 is too complicated.” – Rider at Norristown TC
- “Much better. Would rather transfer than wait 20 minutes.” – Rider at Broad & Oregon
- “If you got more routes, it clogs everything up.” – Rider at Wissahickon TC
- “I care more about frequency than walking distance. I could care less about walking a few extra blocks.” – Rider at 15h & JFK

### *Riders Preferring Option 2*

- “Need to consider seniors when moving stops. Seniors already have to go too far at some areas.” – Rider at Frankford TC
- “I’d rather have a choice of where to go to catch the bus.” – Rider at Olney TC
- “More routes. Rather have options than have to walk far.” – Rider at 69th St. TC
- “If there are more routes available, I feel like there’s more frequency.” – Rider at Broad & Oregon
- “I’m not about to walk if I don’t have to.” – Rider at Wissahickon TC
- “I think it’s good that we have a lot of options, even if we have to sacrifice a little time.” – Rider at 15<sup>th</sup> & JFK

For more details on rider comments, the boards and graphics used to explain Network Options, photos from each event, and other information, see *Appendix C*.

### Pop-Up at Broad St. & Oregon Ave., 5/31/22



## Project Bus

Project Bus Appearances: Metrics	
<b>8</b>	<b>Total community events visited by the Project Bus, across 3 counties</b>
<b>654</b>	<b>Votes cast in the feedback exercise on bus network preferences</b>
<b>900</b>	<b>Total postcards handed out</b>

The Bus Revolution team created the Project Bus to engage with people at community events and spread awareness among both regular riders and non-riders (or potential riders). The Project Bus appeared at 8 community events during Spring 2022, as shown in **Figure 7**. (For more photos and details related to the Project Bus, please see *Appendix D*).

Each Project Bus event included much of the same materials at the pop-up events, plus a Voting Game activity (on bus network preferences) that reintroduced some of Phase 1 concepts (bus network “tradeoffs”) for those who may have previously been unaware of the project. Some key takeaways from the Project Bus are as follows:

- Most event attendees had not heard of Bus Revolution but were happy to hear SEPTA is looking to improve its services.
- Lots of requests for higher frequencies and more evening service.



- Preference for more frequent service between West and South Philly.
- Desire for better connections between: Conshohocken and the Main Line; Brewerytown and West Philly; Germantown and Malvern; West Philly and Camden County, NJ.
- Suggested changes to specific routes (various).
- Many other comments and questions about MFL safety, bus rider and operator behaviors, fare enforcement, and the electric bus fleet.

**Figure 7: Phase 2 Project Bus Event Schedule**

#	Date	Event	Times
1	4/27 Wed	Community Night @ Philly Zoo (34th St & Girard Ave, Philadelphia)	4-7 pm
2	5/21 Sat	Philly Truce Day (Lighthouse Field, 101 E Erie Ave, Philadelphia)	2:30-4:30 pm
3	5/21 Sat	Haitian Flag Day Celebration (Max Myers Rec Center, 1601 Hellerman St, Philadelphia)	11 am-2 pm
4	5/28 Sat	Southeast Asian Market (FDR Park, Philadelphia)	10 am-1 pm
5	6/4 Sat	Conshohocken Arts Fest & Auto Show (1101 Fayette Street, Conshohocken)	11 am-3 pm
6	6/11 Sat	Overbrook Farmers Market (Overbrook Presbyterian, 6367 Lancaster Ave, Philadelphia, PA 191)	9-11:30 am
7	6/11 Sat	Upper Darby Pride Fest (Upper Darby High School, 601 N Lansdowne Ave, Drexel Hill, PA 19026)	1-4 pm
8	6/19 Sun	Juneteenth Fest (Malcolm X Park, 401 S 52nd St, Philadelphia)	10 am-1 pm

**Project Bus & Set-Up**

## Community Conversations

Community Conversations: Metrics	
<b>10</b>	<b>Total sessions, each focusing on a different area of the SEPTA region</b>
<b>696</b>	<b>Total registrations across all 10 sessions</b>
<b>266</b>	<b>Total attendance across all 10 sessions</b>
<b>101</b>	<b>Questions answered live across all 10 sessions</b>

While there are important high-level differences between the two Network Options that apply network-wide, these differences are often best understood when conversations can focus on a smaller geographical area with which people are more familiar. Riders want to know what's happening to their routes and how transportation to and from their neighborhood will be affected. To

walk people through the Network Options and gain a deeper insight into travel needs of riders in different areas of the SEPTA region, the Bus Revolution team held a series of 10 virtual meetings, referred to as "Community Conversations," as identified in **Figure 8** below. A total of 101 questions were answered live across the 10 sessions (additional questions replied to in writing).

**Figure 8: Phase 2 Virtual Community Conversations Schedule**

#	Date	Focus Area	Times	Questions Answered Live*
1	5/12 Thu	Northeast Philly	6:30-7:30 pm	11
2	5/19 Thu	North Philly	6:30-7:30 pm	8
3	5/26 Thu	West Philly	6:30-7:30 pm	18
4	6/2 Thu	Delaware County	6:30-7:30 pm	8
5	6/9 Thu	Montgomery County	6:30-7:30 pm	10
6	6/16 Thu	South Philly	6:30-7:30 pm	10
7	6/21 Tue	Bucks County	6:30-7:30 pm	7
8	6/23 Thu	Northwest Philly	6:30-7:30 pm	11
9	6/28 Tue	Chester County	6:30-7:30 pm	7
10	6/30 Thu	Center City	6:30-7:30 pm	11

\*Multi-part questions (i.e., participants asking multiple questions at one time) treated as single question for purpose of this report.

Each meeting included: a presentation on the Network Options, with a focus on that meeting's specific geographical area; a demonstration of how to use the online Story Map and Remix



mapping tools to explore the two Network Options on the project website; and a Q&A session, where participants were invited to “raise their hand” and speak or type their question into the dialogue box. Some key takeaways from the 10 Community Conversations are as follows:

- **Overall support from people for the Network Options over the existing network, but mixed opinions or uncertainty about which Network Option they prefer.**
  - During live polling, most people thought the Network Options were an improvement over SEPTA’s existing network; however, one-third also replied that they were unsure.
  - When asked which Option they preferred, 35% of people chose Option 1; 28% chose Option 2; and 37% were Unsure.
- **General support for the increased frequency shown in Option 1, but hesitation about removing certain routes as the trade-off.**
  - The Bus Revolution team received many comments about which routes people felt strongly about keeping, along with reasons why.
  - Some of these routes were in Option 2, but not Option 1.
  - Some of these routes were in neither option. (The Draft Network, which will be a hybrid of Options 1 & 2, may still include routes that were not in either option).
- **Concern about the lack of N/S route options in Option 1**, particularly in South Philly and Center City.
- **Excitement about some of the new routes introduced**, such as along City Line Ave./Township Line Rd. and between Willow Grove and Northeast Philadelphia.
- **Desire to retain certain key 1-seat rides into Center City**, from areas such as Mantua.
- **Support for microtransit in the Counties around regional rail hubs** such as Phoenixville, Exton, and Paoli.
- **Desire to retain certain key L-shaped routes**, rather than requiring transfers between N/S routes and E/W routes
- **Importance of minimizing walking distance from the bus to medical centers**, including in University City and along Walnut St. in Center City.
- **Desire to consider regional or cross-town connections** between areas outside of Center City.
- **Suggestions about where bus routes begin and end**, including opportunities to connect with nearby bus routes, regional rail stations, major employment or shopping centers, medical facilities, or other key destinations.

For more information on the Community Conversations, including participation metrics for each session, and live polling results, see *Appendix E*.

## Transit Talks

Transit Talks: Metrics	
2	Total sessions (April 19 <sup>th</sup> & July 14 <sup>th</sup> )
633	Total registrations across both sessions
340	Total attendance across both sessions
75	Zip codes represented at the April 19 <sup>th</sup> session
53	Zip codes represented at the July 14 <sup>th</sup> session
30	Questions answered live across both sessions

Two virtual public webinars, or “Transit Talks,” were held during Phase 2. Each Transit Talk included a presentation, live polling questions, and a Q&A session.

- **The April 19<sup>th</sup> Transit Talk** kicked-off Phase 2 by introducing the two Network Options, walking members of the public through how to use the online Story Map, and providing an overview of planned engagement activities for Spring 2022.
- **The July 14<sup>th</sup> Transit Talk** wrapped up Phase 2 by sharing findings from the engagement activities and discussing what to expect for the next phase in Fall 2022.

Between Phases 1 and 2, the Bus Revolution team also held a **Transit Talk on February 3<sup>rd</sup>, 2022** to present to the public the new existing conditions reports, mapping tools, and route profiles posted to the project website. This session was attended by 186 people.

Since the beginning of the project, the Bus Revolution team has held a total of 7 virtual Transit Talks. Registration and attendance numbers for each as shown in **Figure 9** below.

[Recordings of all Transit Talks](#) can be found on the project website.

**Figure 9: Total Transit Talk Registration & Attendance, through Phase 2**

Date	Registrations	Attendance
May 13th, 2021 (AM)	149	84
May 13th, 2021 (PM)	99	45
September 9th, 2021	152	73
September 30th, 2021	132	61
February 3rd, 2022	464	186
April 19th, 2022	403	219
July 14th, 2022	230	121
<b>Current Total</b>	<b>1,629</b>	<b>789</b>

## Digital Media

The [project website](#), launched in spring 2021, was used during Phase 2 to:

- Share new materials and information, including the educational Story Map explaining the Network Options
- Promote upcoming Bus Revolution engagement activities, including online surveys, in-person events such as pop-ups and project bus appearances, and virtual Community Conversations and Transit Talks
- Provide continued public access to existing conditions reports, including the State of the System, Market Analysis, and Route Profiles
- Enable members of the public to sign up for updates

Website: Metrics	
14K	New website users from April to July 2022
10.7K	People viewed online Story Map during survey window (April 19 <sup>th</sup> to July 5 <sup>th</sup> ) (includes visits to Spanish and Chinese versions)
35K	Total website visitors to date

Social media was also used due to its ability to reach people at-scale, including the use of incentives (such as Phillies tickets and \$25 and \$50 SEPTA gift cards) to drive survey responses and increase participation at the virtual Community Conversations.

Many SEPTA riders also use an app called [Transit](#), to help with transit trip planning. The Bus Revolution team used Transit to help promote the online survey. Nearly half of all survey responses came from people who found the survey through the Transit app.

## Stakeholder Engagement

The Bus Revolution team has maintained ongoing communication with stakeholders throughout the project, including regular meetings with partner agencies, existing SEPTA committees such as the SEPTA Citizens Advisory Committee, community-based and service organizations, and in-reach with SEPTA bus operators. Phase 2 bus operator in-reach included focus groups with 13 bus drivers, and a series of drop-in sessions with SEPTA front line staff at 8 SEPTA districts to collect feedback and ideas. Ongoing stakeholder engagement will remain a high priority throughout the duration of the project.

## 4 Lessons Learned

A key component of the Bus Revolution [Public Engagement Plan](#) is to track, evaluate, and make continual adjustments to improve outreach and engagement activities as needed. For Phase 2 especially, the Bus Revolution team anticipated several challenges in communicating the two Network Options, each of which are complex maps conveying an abstract concept (described in *Section 2. Approach*). Many of the following lessons learned relate to the team's experience in working to address these challenges.

- When asked which Network Option they preferred, many people responded that they were unsure. A major factor in this appeared to be the **difficulty in understanding the content in a short period of time, or manipulating the online maps**, which the team observed and heard repeatedly at engagement events and in conversations with members of the public.
  - **At the in-person events**, the maps were printed on large posters and zoomed-in to focus on a given sub-area, in order to show more detail (such as street names) than would be feasible if showing a zoomed-out map of the whole SEPTA region. One problem with this was that **riders were not used to looking at maps of these sub-areas**; consequently, the maps were not immediately recognizable, in the same way that a map of the larger Philadelphia area might have been. In addition, the printed **maps did not clearly represent corridors with more than one bus route**. This made it difficult for viewers of the printed maps to tell when routes overlapped with others or required transfers, (whereas the online maps allowed users to click on a route to isolate it and clearly show its entire length).
  - **There was a lot of content and tools available online, though online engagement remained a challenge**. Though many people engaged with the online Story Map (>10k), the Phase 2 online survey generated significantly fewer responses (1.8k) than the Phase 1 survey (7k). Among survey respondents, over one-fourth had no preference between the Network Options, responding “unsure” (17%) or “neither” (10%); however, in theory, this number would likely be much higher if attributed to all of those who viewed the Story Map. Since users were instructed to view the Network Options on the Story Map prior to taking the survey, **it might be expected that of the 8k-plus users who viewed the Story Map but did not take the survey, many of them did not take the survey because they did not understand the material or did not have a preference between the two options**.
- **The Community Conversations proved extremely valuable** in getting feedback from members of the public on the individual routes and specific areas of the SEPTA region

that they know best. These sessions were also important platforms for showing interested members of the public (many of whom were unsure about the project and unclear about the Network Options) how to use the online Story Map, “Where’s My Route?” Lookup Tool, and Network Options maps. Many attendees at Community Conversations were also members of various community-based or advocacy organizations, who had the ability to relay the information shared at these sessions to their interested members and constituents.

- **The team received a significant amount of qualitative feedback** about what people liked and disliked about both Network Options. Comments provided insights into much of the system, especially in Philadelphia.
- **There was limited input received on some services, especially microtransit**, which was predominantly proposed in suburban areas outside of Philadelphia.
  - However, the **feedback received on microtransit**, especially during Community Conversations, was very useful in workshopping the coverage areas of different microtransit zones to include **key destinations that members of the public were able to highlight**.
- **In receiving comments from nearly 30 engagement events and 1,800 surveys**, the Bus Revolution team gained enough insight about the nuances of what people like and dislike about both Network Options to prepare a Draft Network for the Fall 2022.
  - **However, another round of engagement is certainly needed** before developing the final recommendations of the proposed changes. The Draft Network, which will be the focus of Phase 3, will be a single proposed bus network and developed as a hybrid of Network Options 1 & 2. The Bus Revolution team anticipates that focusing engagement on a comparison of the Draft Network and the existing network, rather than two Network Options, would help address some of the challenges experienced during Phase 2.

## Appendix A: Survey Results



# Network Options Survey

## Summary of Findings

July 2022



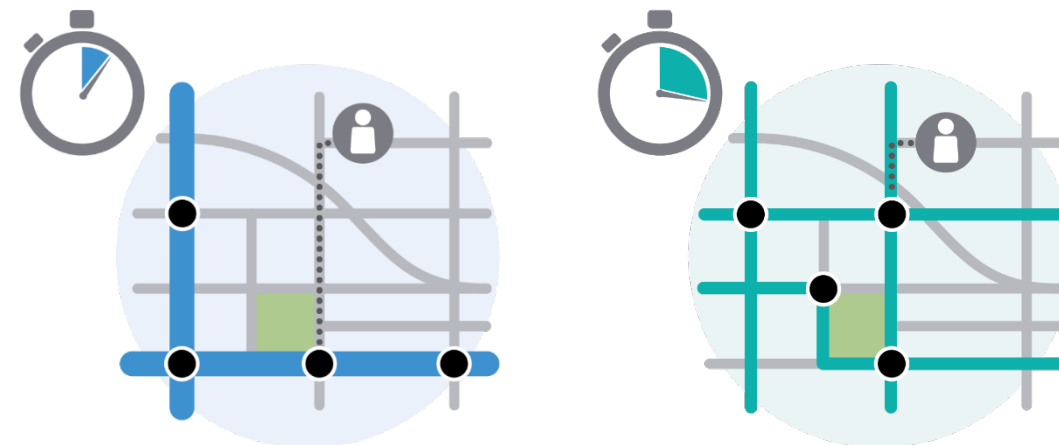
# Introduction

In the Spring of 2022, the Bus Revolution project team developed two Network Options for the public to provide comment on.

- Network Option 1 emphasized a simple network design with fewer routes and higher frequency overall.
- Network Option 2 also emphasized a simple network that balanced enhanced frequency but with more routes and accessibilities.

The purpose of developing scenarios and sharing them was to build awareness about the project and understand what SEPTA bus riders and members of the public liked and didn't like about the two network options.

The survey was promoted throughout May and June at Bus Revolution community events and meetings, including virtual meetings. Direct marketing included email blasts and social media, including work with Transit [App]. Transit placed a banner on its trip planning tool for one week and then sent a push to all Spanish speakers in the SEPTA service area and people planning trips in Bucks, Chester, Delaware, and Montgomery counties.



	Existing Network	Network Option 1	Network Option 2
All Bus Routes	125	93	109
Frequent Bus Routes	32	48	36
Microtransit Zones	0	13	9
Annual Revenue Hours ( <i>in millions</i> )	3.77	3.75	3.68

# Overview

Although the questions were the same, the Bus Revolution team created two surveys. One survey was included in a “Story Map”, online materials that provided an overview of the Bus Revolution effort, provide explanatory information, and shared searchable maps. The other survey was shared through Transit [App] and had static maps embedded in the survey as well as links to the explanatory materials. It was designed to be shorter and more accessible (see Appendix B).

In total, the team collected 1,774 completed surveys. To count as completed, respondents need to answer the first demographic question (at least). Just over half of the responses were collected through the Story Map and just under half via Transit [App].

While nearly everyone who completed the survey said they had ridden SEPTA buses within the last year, the demographics of the survey responses completed via Story Map did not reflect the demographics of SEPTA bus riders.

Therefore, the survey was weighted by race/ethnicity using data from the 2018 Customer Satisfaction Survey. Weighting adjusts the weight or value of a response such that the overall outcomes are more reflective of an overall population, in this case, who uses SEPTA buses. It also helps to make sure the responses of some groups of people are represented in a survey.

Respondents	Number
<b>Total</b>	1,774
<b>Story Map</b>	940
<b>Transit App</b>	834

*Not weighted to reflect SEPTA bus ridership*

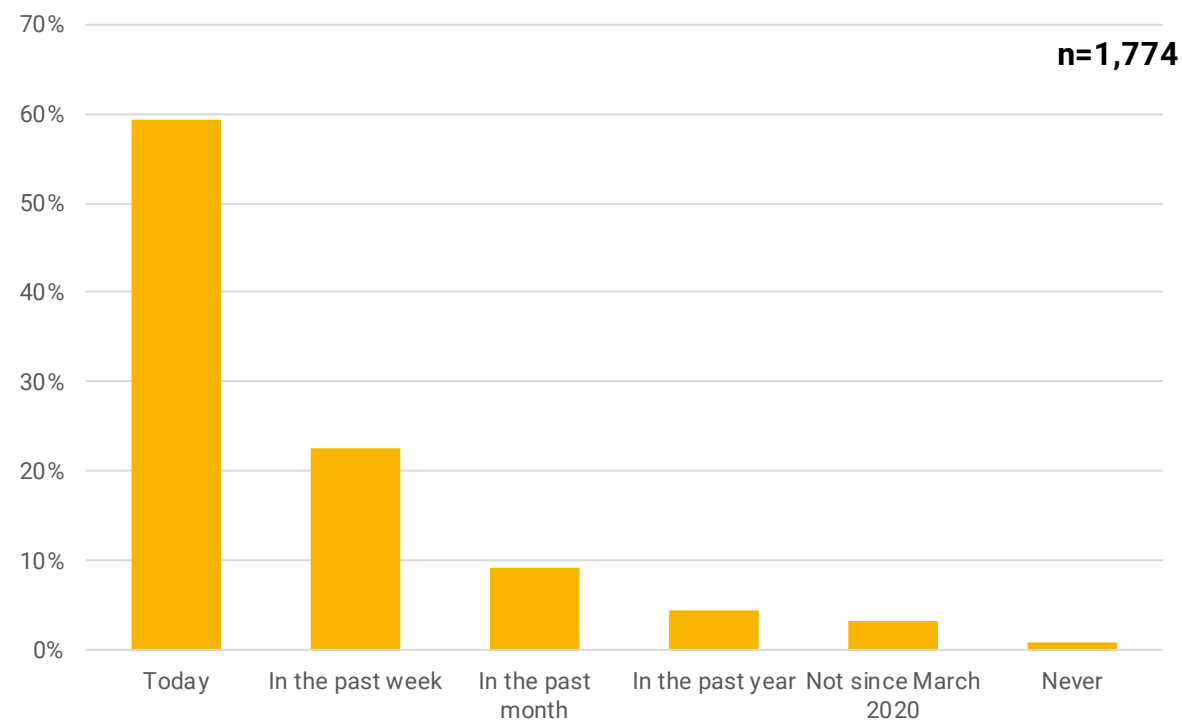
# Respondents

An important criteria for survey respondents was that they ride SEPTA bus services.

The data shows that the majority of survey respondents are SEPTA bus users. Indeed, 95% of respondents have taken a bus since April 2020.

Over half of survey respondents (59%) took a SEPTA bus the day they took the survey and 80% had ridden a SEPTA bus in the past week.

## When was the last time you took a trip on a SEPTA bus?



*Weighted to reflect ridership*

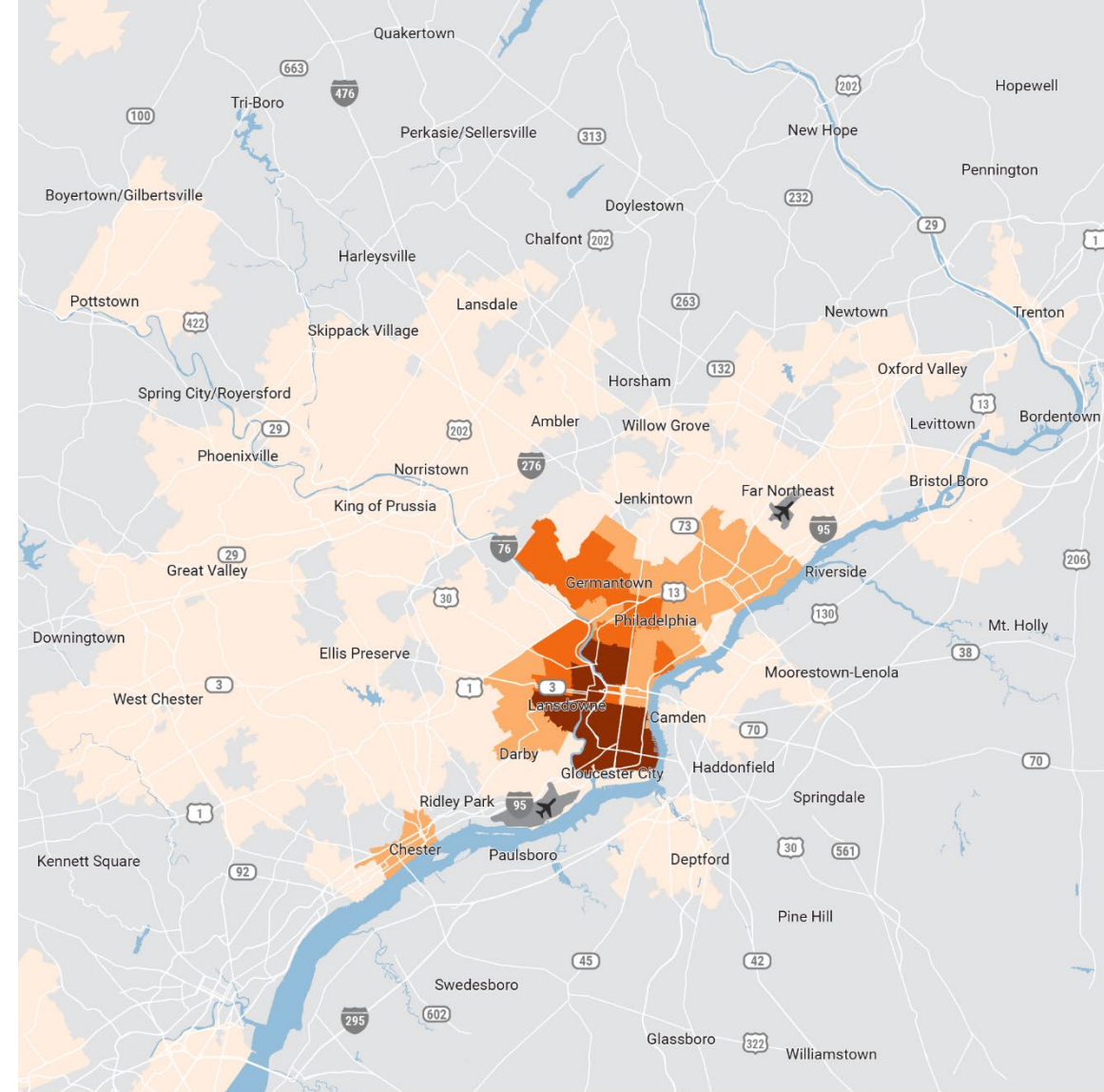


# Respondents

Survey Respondents are from throughout SEPTA's service area and beyond, but significantly higher concentrations of responses came from the City of Philadelphia.

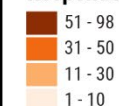
Roughly 81% of all survey responses came from Philadelphia and 12% came from the other counties\*, combined. Seven percent of responses were from Delaware County, and 3% were from Montgomery County.

(\*Bucks, Burlington, Camden, Chester, Delaware, Gloucester, Mercer, and Montgomery)



## Network Options Survey Respondents by Zip Code

### Respondents



Map not weighted to reflect SEPTA bus ridership

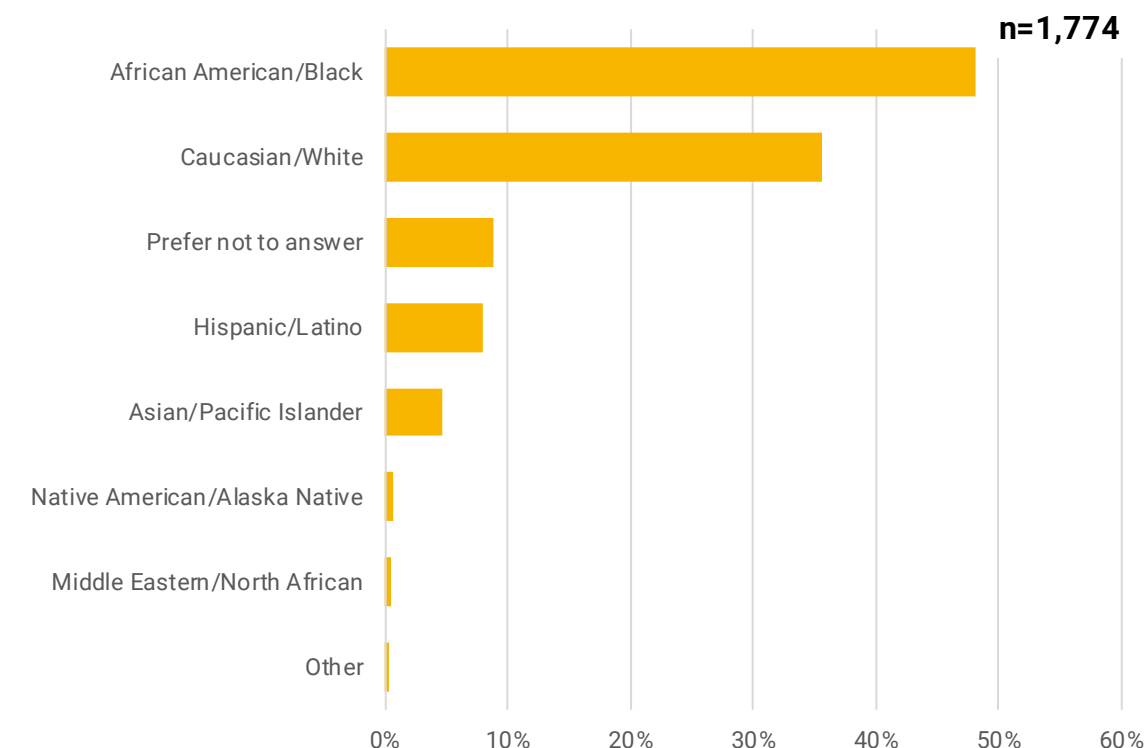
# Respondents

## Household Income



- 38% of respondents reported 2021 household income of under \$35,000.

## Race/Ethnicity

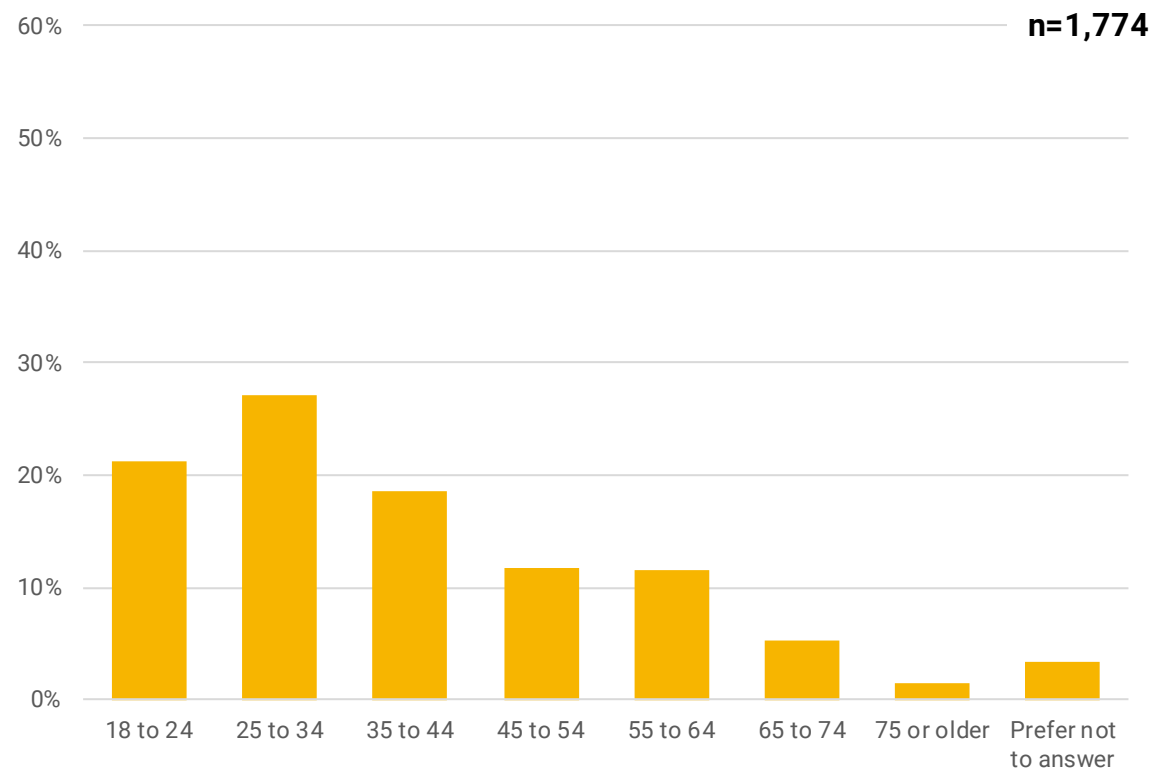


- 48% of respondents reported they are black.



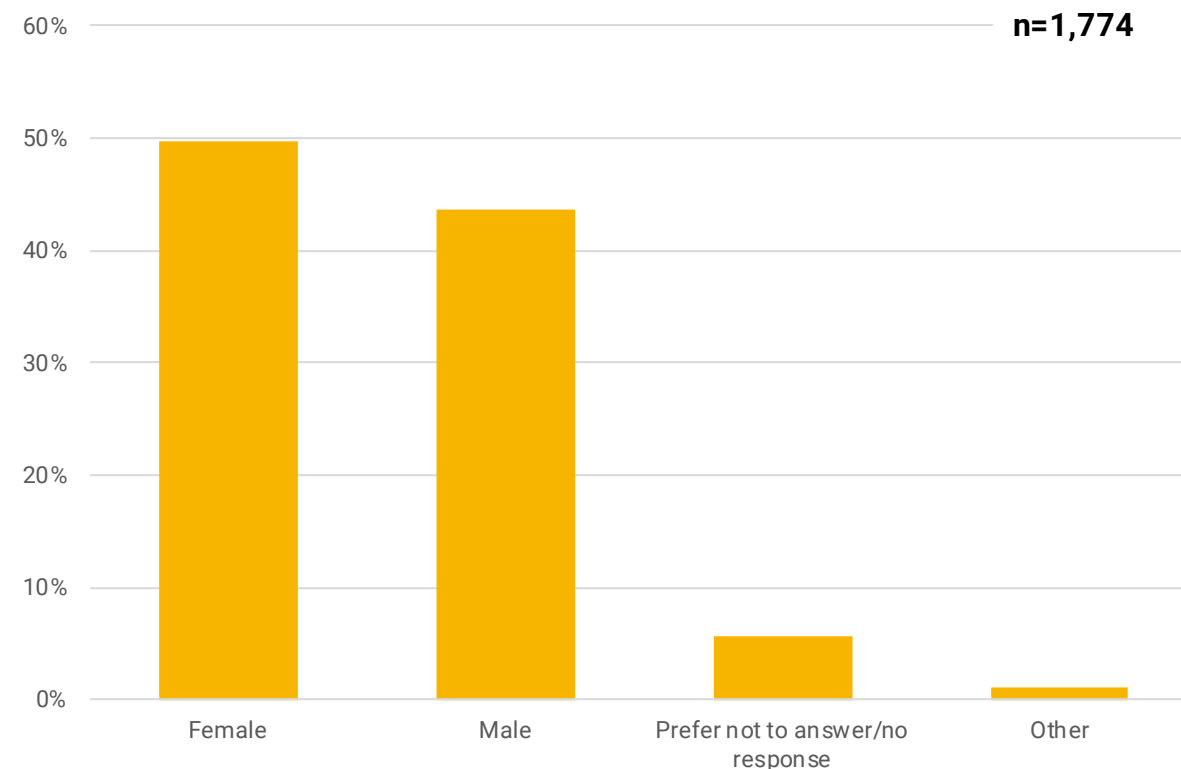
# Respondents

## Age



- Nearly half of the survey respondents reported they are 18 to 34 years old.
- 18% of respondents reported they are 55 or older.

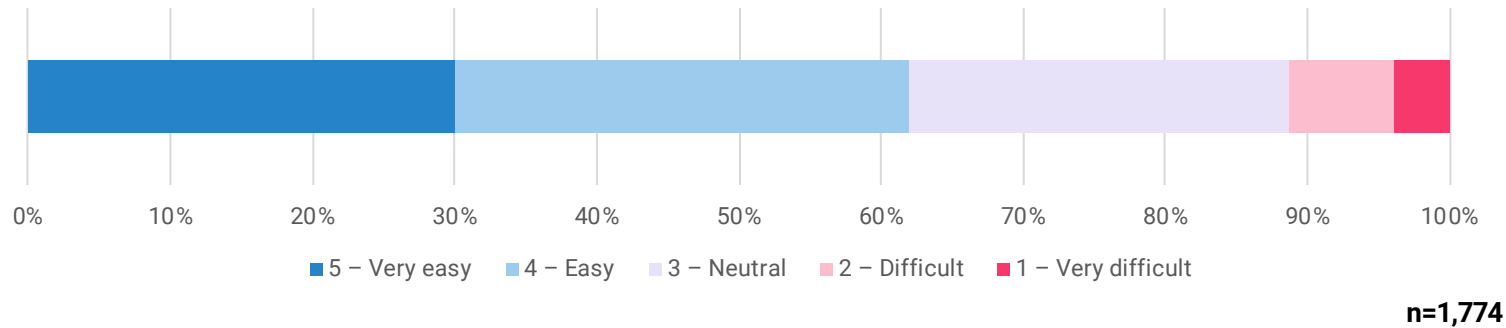
## Gender



- 50% of respondents are female and 44% are male.
- 62% of respondents do not own or have access to a car.

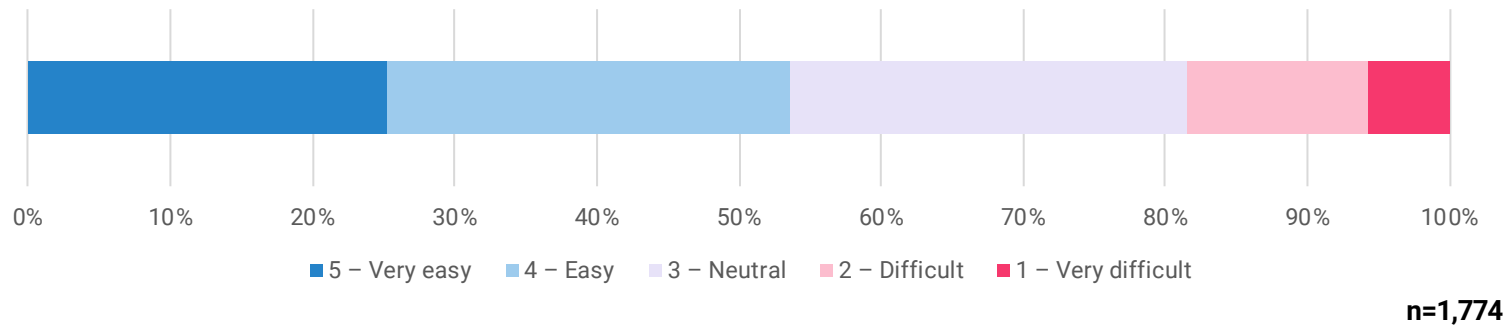
# Network Option 1

**On a scale of 1-5, how easy is Network Option 1 to understand?**



- 62% of respondents believe Network Option 1 is easy or very easy to understand.

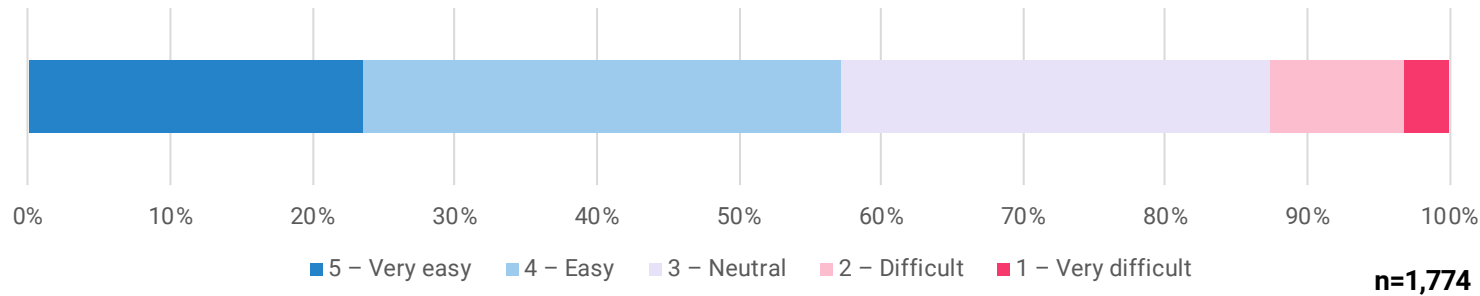
**On a scale of 1-5, how easy would Network Option 1 be to use?**



- 54% of respondents believe Network Option 1 would be easy or very easy to use.

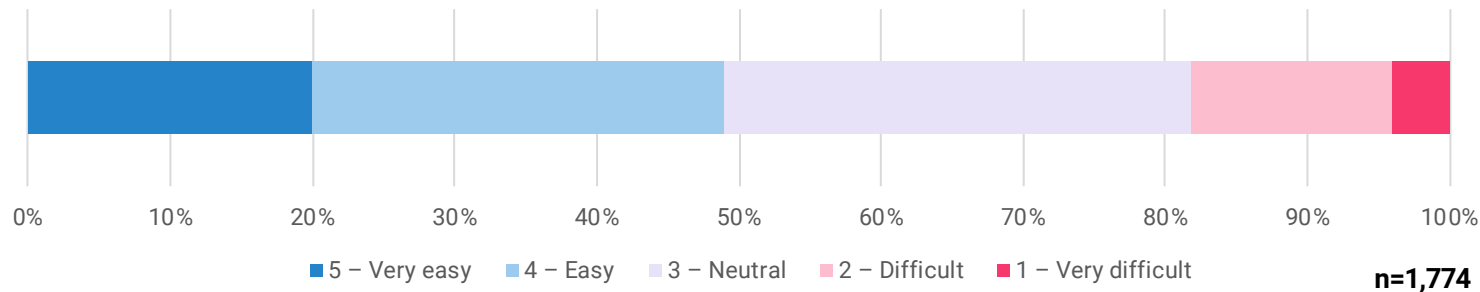
# Network Option 2

**On a scale of 1-5, how easy is Network Option 2 to understand?**



- 57% of respondents believe Network Option 2 is easy or very easy to understand

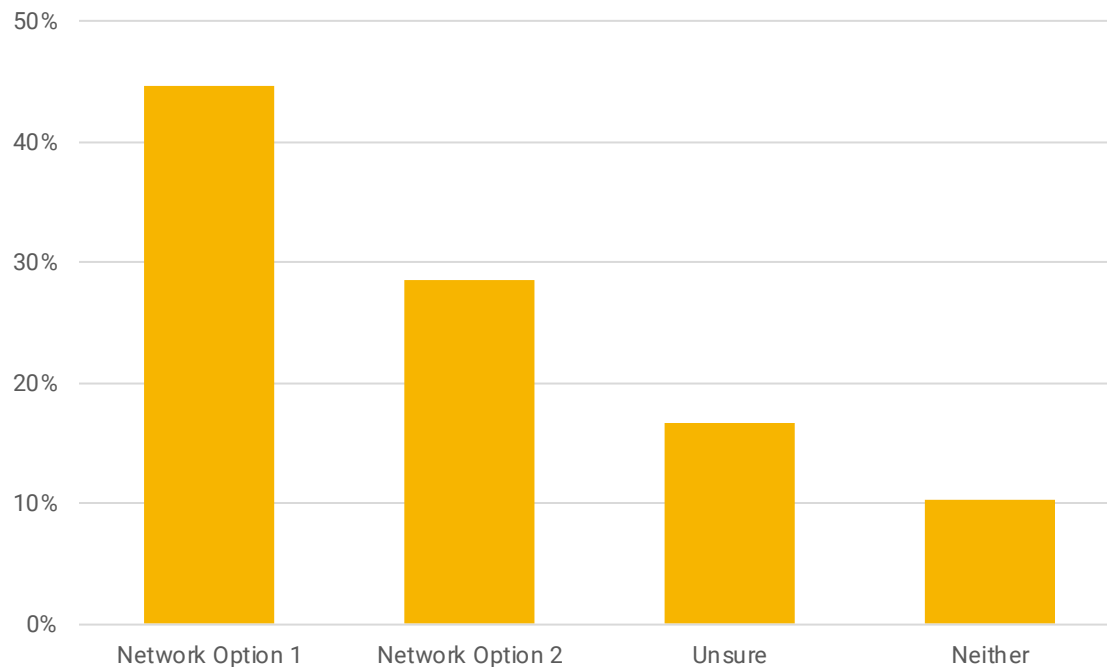
**On a scale of 1-5, how easy would Network Option 2 be to use?**



- 49% of respondents believe Network Option 2 would be easy or very easy to use.

# Preferred Option

**Overall, which option do you like better - Network Option 1 or Network Option 2?**



**n=1,774**

- 45% of Respondents selected Option 1.
- Generally, more people selected Network Option 1 than 'Network Option 2', 'Unsure', or 'Neither' regardless of age, race/ethnicity, gender, household income, car access or gender.
- Some subgroups did have a majority of respondents that preferred Network Option 1:
  - People 25 to 34 years old (52% of responses in this category preferred Network Option 1)
  - People with access to a car (51%)
  - People who identified as male (54%)
  - People with household income of \$50,000 to less than \$75,000 (55%) or \$100,000 or more (71%)
  - People who identified as Asian/Pacific Islander (59%)
  - People who identified as white (58%).

# Preferred Option

If you answered "Network Option 1" in Question 8, please tell us why.

Buses arrive more frequently, so I won't have to wait as long at the bus stop.	513
The network looks simpler and easier to understand.	121
I think my bus trips will be faster.	104
I like the idea of an on-demand service like microtransit.	32
Other	23

**n= 792**

If you answered "Network Option 2" in Question 8, please tell us why.

There are more bus routes, so I won't have to walk as far.	178
I feel like I have more choices and options.	150
The network looks simpler and easier to understand.	74
It seems like my bus trips will be faster.	74
Other	32

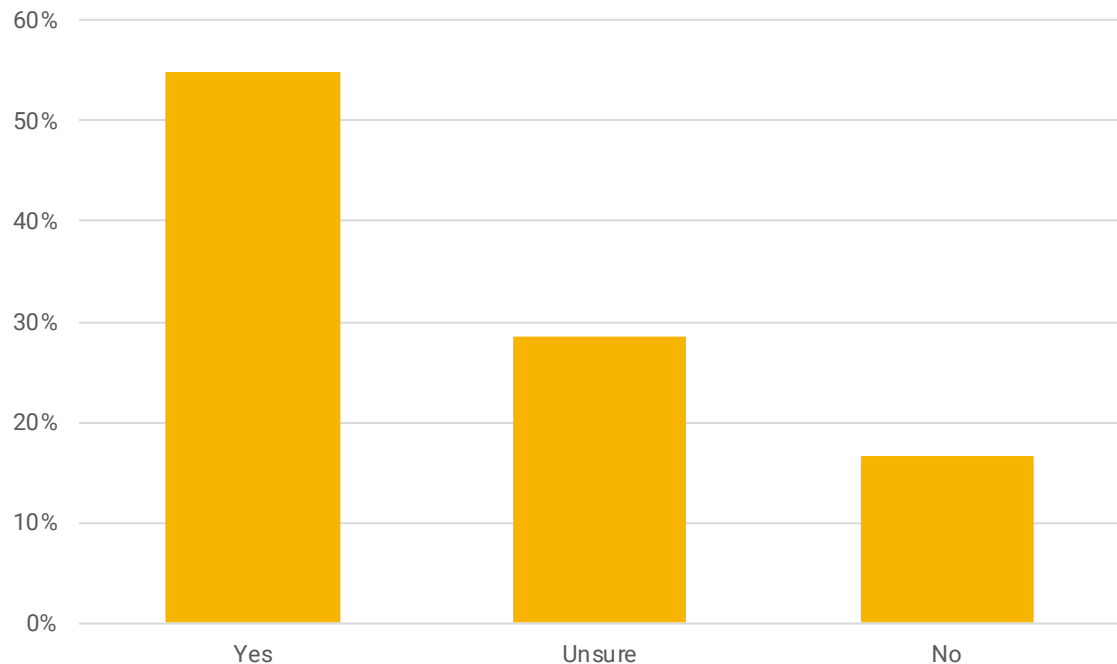
**n= 506**

- People who preferred Option 1 overwhelmingly liked the frequency of the network.
- Those who preferred Option 2 like shorter walks to buses and having more choices and options.

*The tables do not re-sort people who selected other because they liked multiple options.*

# Microtransit

**Assuming the fare is the same (and/or you could use your key card), do you think you would use microtransit?**



**n=1,774**

55% of respondents indicated they would use microtransit. The subgroups that had a majority of people who said yes were:

- All income levels
  - Except for those with household income of \$75,000 to \$100,000 (47%)
- People who identified as male
- People who identified as female
- People who do or do not have access to a car
- People who identified as Black, Asian/Pacific Islander, and/or Hispanic/Latino\*
- People ages 18 to 34 and 45 to 64.

*\*Does not include groups with smaller numbers of respondents.*

65% of respondents from Philadelphia suburbs\* indicated an openness to using microtransit.

*\*Bucks, Burlington, Camden, Chester, Delaware, Gloucester, Mercer, and Montgomery Counties*



# Microtransit

If yes, why: <span>n= 976</span>	
It would be cheaper than other rideshare options, such as Uber or Lyft.	382
I like the idea of scheduling a trip when I want it.	274
It would be more reliable than waiting for the bus.	171
I don't have any other public transit options right now.	113
Other	35
If no, why: <span>n= 297</span>	
Other (please specify)	84
I don't usually plan my public transportation route that far in advance.	69
I don't think I'd be able to accurately predict the arrival time at my destination.	55
It looks complicated / I am not sure how it would work.	53
I don't want to ride in a small bus with a stranger.	31
I don't have access to a smart phone.	6

Some of the themes that came up from people who expressed they would not use microtransit and selected other:

- They have access to transit or do not live or go to areas that would have a microtransit zone
- Expressed skepticism about how reliable the service would be. Some highlighted issues with existing SEPTA paratransit and microtransit service. Others expressed concerns about microtransit generally.
- Would use an alternative instead, such as another TNC service, driving, or walking.

*The tables do not re-sort people who selected other because they liked multiple options.*

# Key Takeaways

- Network Option 1 is the more popular option, but not by a majority of people.
  - Many people selected Option 1 because of it increased service frequency on bus routes.
  - Others noted it looked simpler and should be make traveling faster.
  - The people who preferred Option 1 tended to be less vulnerable individuals. This group included larger portions of people with higher incomes, males, and access to car.
- Network Option 2 was selected by people who preferred shorter walks and more choices and options.
- Neither Network Option 1 or 2 was preferred by a majority of the responses, in part because 17% people were unsure which network was better. Another 10% said they didn't like either network.
- People are generally open to using microtransit. Those who are open to it like that it is cheaper than other similar services.
  - People who said they would not use microtransit selected, "I don't usually plan my public transportation route that far in advance." as an explanation.

## Appendix B: Survey Monkey

# Appendix B: Survey Monkey



## SEPTA Forward: Bus Revolution - Network Options

Thank you for looking at the Network Options developed by the Bus Revolution team. We are excited for you to answer the following questions and share your feedback and ideas. The following survey contains about 10 questions, plus a handful of demographic questions. It should take about 5 minutes to complete.

**If you leave us your email address, we'll enter you in a drawing with a chance to win one of ten (10) \$25 Visa Gift Cards or \$25 added to your SEPTA Key Card.**

[Next](#)

# Appendix B: Survey Monkey

## SEPTA Forward: Bus Revolution - Network Options

### Introduction

First—before we ask you about the Network Options—we'd like to hear about how you currently get around using SEPTA.

\* Which of SEPTA's services have you taken in the last two years (since April 2020)? Check all that apply.


- ☐ Bus
- ☐ Trolley
- ☐ Broad Street Line
- ☐ Market-Frankford Line
- ☐ Regional Rail
- ☐ Customized Community Transportation (CCT)
- ☐ None
- ☐ Unsure / Can't remember
- ☐ Other (please specify)

\* When was the last time you took a trip on a SEPTA bus?

- ☐ Today
- ☐ In the past week
- ☐ In the past month
- ☐ In the past year
- ☐ Not since the COVID pandemic began (March 2020)
- ☐ Never

Which bus routes do you use the most?

[Prev](#)[Next](#)

Powered by  
 **SurveyMonkey**

See how easy it is to [create a survey](#).

# Appendix B: Survey Monkey

## SEPTA Forward: Bus Revolution - Network Options

### Part 2. Network Options 1 & 2

The following questions ask you to rate and compare the two Network Options. As a reminder, the options showcase more frequent, simplified networks: Network Option 1 offers fewer routes but very frequent service, while Network Option 2 offers more bus routes and slightly less frequent service.

If you'd like to see the Network Options again, click [HERE](#)

\* On a scale of 1-5, how easy is **Network Option 1** to understand?

- ☐ 5 – Very easy
- ☐ 4 – Easy
- ☐ 3 – Neutral
- ☐ 2 – Difficult
- ☐ 1 – Very difficult

\* On a scale of 1 to 5, how easy would **Network Option 1** be to use?

- ☐ 5 – Very easy
- ☐ 4 – Easy
- ☐ 3 – Neutral
- ☐ 2 – Difficult
- ☐ 1 – Very difficult

\* On a scale of 1-5, how easy is **Network Option 2** to understand?

- ☐ 5 – Very easy
- ☐ 4 – Easy
- ☐ 3 – Neutral
- ☐ 2 – Difficult
- ☐ 1 – Very difficult

\* On a scale of 1 to 5, how easy would **Network Option 2** be to use?

- ☐ 5 – Very easy
- ☐ 4 – Easy
- ☐ 3 – Neutral
- ☐ 2 – Difficult
- ☐ 1 – Very difficult

\* Overall, which option do you like better – Network Option 1 or Network Option 2?

- ☐ Network Option 1
- ☐ Network Option 2
- ☐ Neither
- ☐ Unsure



# Appendix B: Survey Monkey

## SEPTA Forward: Bus Revolution - Network Options

### Network Option 1

\* If you answered "Network Option 1" in Question 8, please tell us why.

- ☐ The network looks simpler and easier to understand.
- ☐ I think my bus trips will be faster.
- ☐ Buses arrive more frequently, so I won't have to wait as long at the bus stop.
- ☐ I like the idea of an on-demand service like microtransit.
- ☐ Other (please specify)

## SEPTA Forward: Bus Revolution - Network Options

### Network Option 2

\* If you answered "**Network Option 2**" in Question 8, please tell us why.

- ☐ The network looks simpler and easier to understand.
- ☐ It seems like my bus trips will be faster.
- ☐ There are more bus routes, so I won't have to walk as far.
- ☐ I feel like I have more choices and options.
- ☐ Other (please specify)

# Appendix B: Survey Monkey

## SEPTA Forward: Bus Revolution - Network Options

### Part 2. Network Options 1 & 2: Additional comments or ideas

Do you have any additional comments or ideas you'd like to provide?



## SEPTA Forward: Bus Revolution - Network Options

### Part 3. Microtransit

Microtransit is a flexible, on-demand transit service. It allows riders to request a trip when they want to travel and be picked up within a specified wait time (for example 30 minutes) after they request their trip.

If you'd like to go back to the description of microtransit, click [HERE](#)

These next few questions are about microtransit service specifically.

\* Assuming the fare is the same (and/or you could use your key card), do you think you would use microtransit?

- ☐ Yes
- ☐ No
- ☐ Unsure

# Appendix B: Survey Monkey

## SEPTA Forward: Bus Revolution - Network Options

### Part 3. Microtransit

\* If yes, why:

- ☐ I don't have any other public transit options right now.
- ☐ It would be more reliable than waiting for the bus.
- ☐ I like the idea of scheduling a trip when I want it.
- ☐ It would be cheaper than other rideshare options, such as Uber or Lyft.
- ☐ Other (please specify)

## SEPTA Forward: Bus Revolution - Network Options

### Part 3. Microtransit

\* If no, why not:

- ☐ It looks complicated / I am not sure how it would work.
- ☐ I don't have access to a smart phone.
- ☐ I don't want to ride in a small bus with a stranger.
- ☐ I don't usually plan my public transportation route that far in advance.
- ☐ I don't think I'd be able to accurately predict the arrival time at my destination.
- ☐ Other (please specify)

## SEPTA Forward: Bus Revolution - Network Options

### Part 2. Network Options 1 & 2: Additional comments or ideas


Do you have any additional comments or ideas you'd like to provide?

# Appendix B: Survey Monkey


## SEPTA Forward: Bus Revolution - Network Options

### Part 4. Demographics.


Thank you! We are almost done. The remaining questions are about you.

\* What is your age? 

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 74
- ☐ 75 or older
- ☐ Prefer not to answer


\* How would you describe yourself? (Check all that apply) 

- ☐ African American/Black
- ☐ Asian/Pacific Islander
- ☐ Caucasian/White
- ☐ Hispanic/Latino
- ☐ Middle Eastern/North African
- ☐ Native American/Alaska Native
- ☐ Prefer not to answer
- ☐ Other (please specify)


\* Do you own or have access to a car? By this, we mean a personal vehicle owned by you or a member of your household that you have regular access to. 

- ☐ Yes
- ☐ No


# Appendix B: Survey Monkey


\* What was your total household income in 2021? 


- ☐ Less than \$15,000
- ☐ \$15,000 to less than \$25,000
- ☐ \$25,000 to less than \$35,000
- ☐ \$35,000 to less than \$50,000
- ☐ \$50,000 to less than \$75,000
- ☐ \$75,000 to less than \$100,000
- ☐ \$100,000 or more
- ☐ Prefer not to answer


\* To which gender do you most identify: 

- ☐ Female
- ☐ Male
- ☐ Prefer not to answer
- ☐ Other (please specify)

What is your home ZIP code? 

Please leave your email address for a chance to win one of ten (10) \$25 VISA gift cards or \$25 added to your SEPTA Key Card. 

Email: 

\* Would you like to receive updates about this project and other SEPTA planning projects? 

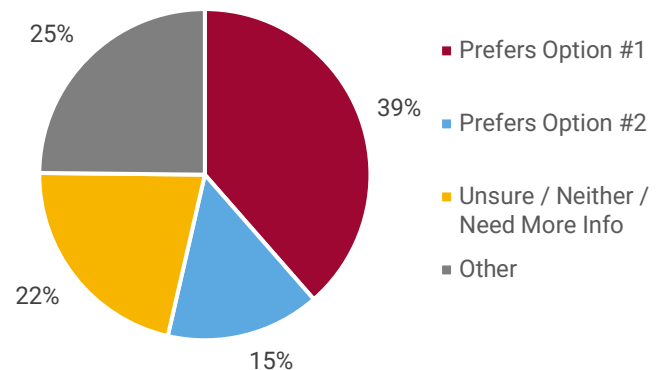
- ☐ Yes
- ☐ No

# Appendix C: Pop-Ups

## Feedback Metrics

Below is a count of rider comments, by type, at Bus Revolution pop-up events, each of which relates to a conversation with a rider that was recorded by a Bus Revolution team member. The notes from these conversations have been circulated among Bus Revolution team members and are being used to develop the Draft Network that will be published during Phase 3 of the project.

**Figure C-1: Comment Type, All Pop-Ups**



**Figure C-2: Phase II Pop-Up Metrics, By Location**

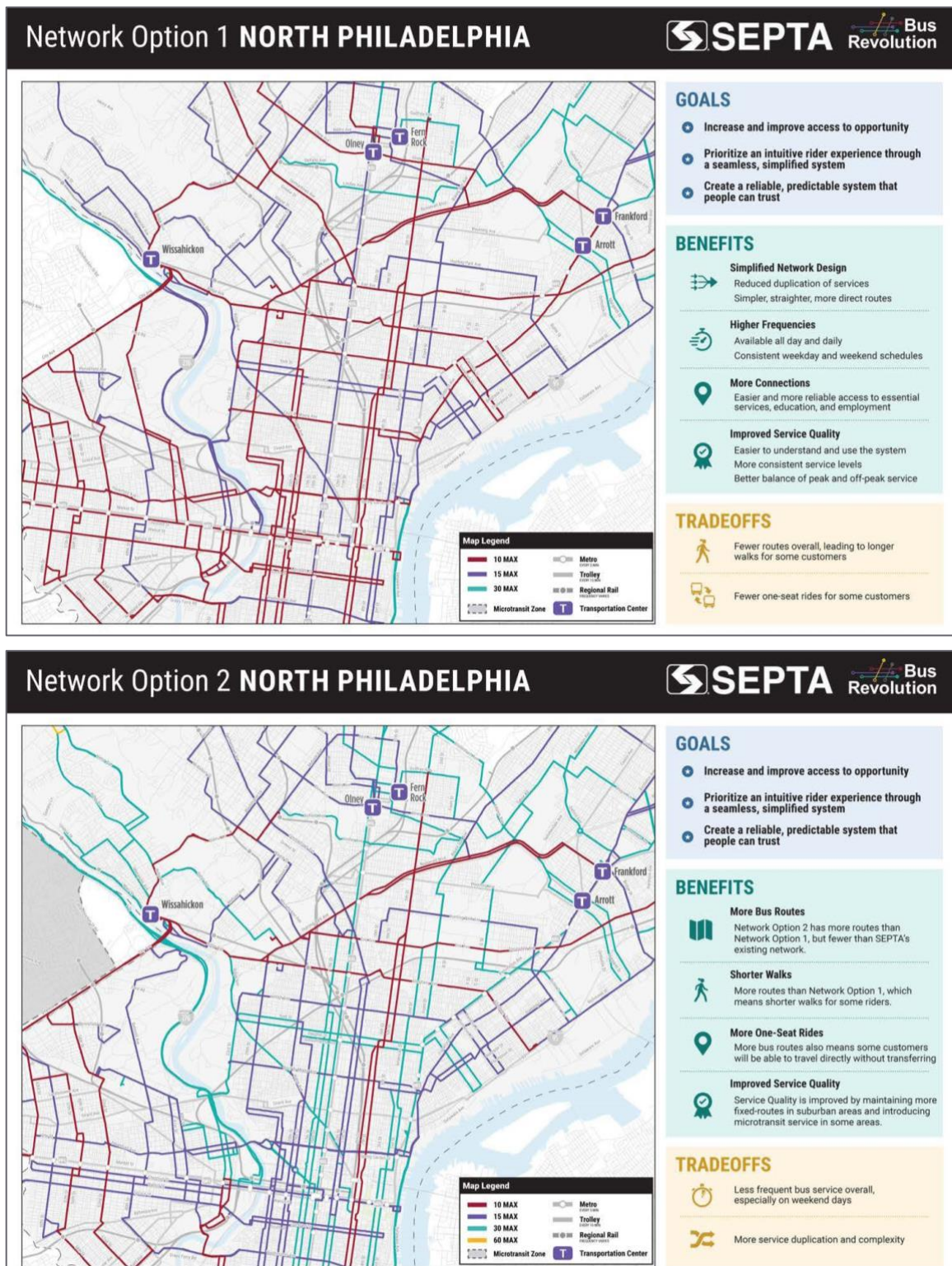
Location	Postcards	Comments				
	Total Distributed	Total Recorded	Prefers Option #1	Prefers Option #2	Unsure / Neither / Need More Info	Other
Frankford TC	250	25	10	6	4	5
Olney TC	399	16	9	2	2	3
69 <sup>th</sup> St. TC	330	22	7	4	1	10
Chester TC	133	16	6	1	3	6
Norristown TC	151	13	2	0	3	8
Broad & Oregon	161	17	5	4	6	2
Wissahickon TC	165	21	8	2	9	2
15 <sup>th</sup> & JFK Blvd	180	23	12	4	5	2
<b>Total</b>	<b>1,769</b>	<b>153</b>	<b>59</b>	<b>23</b>	<b>33</b>	<b>38</b>

## Content

### Boards

Each pop-up included boards showing maps of Network Options 1 & 2 that focused on the area around that event's location. As an example, **Figure C-3** shows the boards shown at the pop-up at Olney Transportation Center, in North Philadelphia.



**Figure C-3: Pop-Up Boards – Network Options 1& 2 (North Philadelphia)**

## Postcard

Postcards were used to reach riders who did not have time to stop for a discussion and/or wanted to learn more by visiting the project website. An average of about 225 riders per event picked up a postcard.



## Resource Binder

A binder of additional hardcopy resources were made available at each of the in-person events (pop-ups and project bus appearances). This binder of materials included:

- Maps of the Network Options 1 & 2 for all sub-areas of the SEPTA region (9 total sets)
- "Where's My Route?" Lookup Tool, an index table of all SEPTA bus routes, and what their new route endpoints would be in each Network Option
- Phase 2 Fact Sheet, with full schedule of engagement events, in English, Spanish, and Chinese (Mandarin)
- Three different Concept Sheets, each available in English, Spanish, and Chinese (Mandarin):
  - Network Options description & qualitative comparison
  - Network Options 1 & 2 statistical comparison (including in relation to the existing bus network)
  - Microtransit description & FAQ
- Overall Project Fact Sheet, in English, Spanish, and Chinese

### Phase 2 Fact Sheet (Chinese)

SEPTA 要和乘客见面了！请参见以下即将举行的 Bus Revolution 推广活动列表和参与方式：

SEPTA Forward: Bus Revolution  
项目公交车将安排在以下地点

日期	地点	时间
4月20日, 星期二	Frankford TC	下午 3:30 至晚上 6:30
5月3日, 星期二	Olney TC	下午 3:30 至晚上 6:30
5月10日, 星期二	68th TC	下午 3:30 至晚上 6:30
5月17日, 星期二	Overton TC	下午 3:30 至晚上 6:30
5月24日, 星期二	Norritown TC	下午 3:30 至晚上 6:30
5月31日, 星期二	Broad & Stream	下午 3:30 至晚上 6:30
6月7日, 星期二	Wissahickon TC	下午 3:30 至晚上 6:30
6月14日, 星期二	10th & JFK	上午 11:00 至下午 2:00


虚拟会议时间安排：  
所有会议将从晚上 6:30 和 7:30 开始  
请到 SEPTABusRevolution.com 报名参加个人访谈。

日期	地点	时间
4月19日, 星期一	虚拟网络研讨会 (交通) 虚拟方案	
5月12日, 星期四	社区对话	Southeast Philly
5月19日, 星期四	社区对话	North Philly
5月26日, 星期四	社区对话	West Philly
6月2日, 星期四	社区对话	Delaware County
6月9日, 星期四	社区对话	Montgomery County
6月16日, 星期四	社区对话	South Philly
6月23日, 星期四	社区对话	Bucks County
6月30日, 星期四	社区对话	Southwest Philly
7月7日, 星期四	社区对话	Chester County
7月14日, 星期四	社区对话	Center City

SEPTA 公交车网络规划指南  
Cornell Heights Park and Ride 停车场 时间 6月20日上午 7:00 至下午 1:00



## Concept Sheet: Network Options (Spanish)



### Opciones de red

El proyecto SEPTA Forward: Bus Revolution está presentando dos opciones diferentes para la red de autobuses y espera recibir opiniones sobre posibles cambios en las mismas. No le pedimos que elija la opción que más le gusta, sino que queremos saber lo que le gusta y no le gusta de cada opción.

#### ¿CUÁLES SON LAS OPCIONES PARA LA RED DE AUTOBUSES?

Las opciones constituyen una nueva perspectiva respecto de la red actual de autobuses de SEPTA. Cada una de ellas ofrece a los usuarios diferentes beneficios y concesiones (o arreglos), y supone una red de SEPTA más sencilla e integrada, con un servicio frecuente, confiable y con mejores conexiones.

#### ¿CÓMO LAS HEMOS DESARROLLADO?

Hemos desarrollado las opciones de red utilizando información sobre el servicio actual de SEPTA, pero también basándonos en lo que nos han dicho nuestros usuarios.


El año pasado los usuarios indicaron, a través de encuestas y conversaciones, que la frecuencia, la confiabilidad y la facilidad de uso son los factores más importantes para mejorar la red de autobuses. De modo que creamos dos opciones que ofrecen, cada una, una manera diferente de aumentar la frecuencia y la confiabilidad del servicio de autobuses, mientras hacen que el sistema sea más fácil de entender y utilizar.

También nos aseguramos de que ambas opciones reflejen los objetivos principales del proyecto:

1. Pensar primero en los usuarios
2. Incrementar el acceso a las oportunidades
3. Generar confianza mediante un servicio cumplidor

#### ¿QUÉ TIENEN EN COMÚN LAS OPCIONES DE RED?

- El presupuesto no varía.
- Ofrecen un sistema de autobuses más sencillo y mejor coordinado con la red más amplia de SEPTA.
- Aumentan la frecuencia de las rutas de autobuses, en parte por reducir la cantidad total de rutas.
- Introducen la idea del microtransporte (o servicio a pedido) en algunas zonas.



### ¿EN QUÉ SE DIFERENCIAN LAS OPCIONES DE RED?

La opción de red 1 tiene menos rutas que la red actual de SEPTA o que la opción de red 2. Al mismo tiempo es una red que ofrece un servicio más frecuente.

La opción de red 2 equilibra de distinta manera la cantidad de rutas, con un servicio más frecuente. Cuenta con más rutas de autobús que la opción 1, pero menos que la red actual de SEPTA. Asimismo, ofrece un servicio con menos frecuencia que la opción 1, pero con más frecuencia que la red actual de SEPTA.

La opción de red 1 ofrece más servicio de microtransporte, mientras que la opción 2 tiene una combinación de microtransporte y rutas de autobús con menor frecuencia.


	Opción de red 1	Opción de red 2
<b>Beneficios</b>	<ul style="list-style-type: none"> <li>Red más simple y optimizada</li> <li>Mayor frecuencia del servicio durante todo el día, los 7 días de la semana</li> <li>Mejora en la calidad y cobertura del servicio mediante servicio a pedido (microtransporte)</li> </ul>	<ul style="list-style-type: none"> <li>Más rutas, caminatas más cortas</li> <li>Más viajes directos (sin transferencia) para algunos pasajeros</li> <li>Más servicio de ruta fija en corredores regionales de comunidades suburbanas</li> </ul>
<b>Desventajas</b>	<ul style="list-style-type: none"> <li>En general, menos rutas con caminatas más largas para algunos pasajeros</li> <li>Menos viajes directos (sin necesidad de transferencia) para algunos pasajeros</li> </ul>	<ul style="list-style-type: none"> <li>En general, servicio menos frecuente en especial durante el fin de semana</li> <li>Mantiene más duplicación de servicio y mayor complejidad</li> </ul>
	<ul style="list-style-type: none"> <li>+ 93 Rutas Totales</li> <li>+ 48 Rutas Frecuentes</li> <li>+ 13 Zonas de Microtransporte</li> </ul>	<ul style="list-style-type: none"> <li>+ 109 Rutas Totales</li> <li>+ 36 Rutas Frecuentes</li> <li>+ 9 Zonas de Microtransporte</li> </ul>

Queremos conocer su opinión.

Recuerde que no le pedimos que elija entre una opción y otra, sino que queremos saber lo que le gusta (y no le gusta) de cada una de ellas.

Puede obtener más información sobre estas opciones asistiendo a uno de nuestros eventos comunitarios o consultando nuestros materiales en línea. Para obtener más información y compartir sus opiniones con nosotros, visite nuestro sitio web ([SEPTABusRevolution.com](http://SEPTABusRevolution.com)).

## Concept Sheet: Microtransit (2-pager)



### Microtransit and SEPTA's Bus Revolution

The SEPTA Forward Bus Revolution creates an opportunity to use microtransit as a way to provide reliable, flexible transit service. The two proposed bus networks identify areas where microtransit can offer transit service that is reliable, convenient, and easy to use.


#### WHAT IS MICROTRANSIT?


Microtransit is a flexible, on-demand transit service. It allows riders to request a trip when they want to travel and be picked up within a specified wait time (for example 30 minutes) after they request their trip. The service is designed to:

- Serve low density, less populated areas where people want and need public transportation, but traditional fixed-route bus service does not carry many riders.
- Provide great customer experience that allows people to schedule trips in real-time and be picked-up and dropped-off at, or near their location.
- Use smaller vehicles that are comfortable and accessible for most riders.

#### HOW IT WORKS:

If you are within a microtransit zone, instead of waiting for a scheduled bus, you use a mobile app or call SEPTA to schedule a ride. You can travel anywhere within a zone or can use microtransit to connect to a bus stop or to a transportation center.





RIDER EXPERIENCE FAQ	Fixed Route	ADA Paratransit	Microtransit
<b>Where will I be picked up or dropped off?</b>	Bus Stop	Front Door	Front door or nearby intersection
<b>Where can I ride?</b>	Trips must begin or end at fixed-route bus stop	Trips must begin/end within 3/4 mile of a fixed route stop.	Trips must begin/end within a defined microtransit zone.
<b>Do I need to book a ride in advance?</b>	No advance booking is required.	Booking at least a day in advance is required.	Service can be booked the same day the trip is taken.
<b>Who can ride?</b>	Anyone can ride.	Pre-approved customers only.	Anyone can ride.
<b>Is the service ADA-accessible?</b>	Wheelchair Accessible	Wheelchair Accessible + Assistance Provided	Wheelchair Accessible
<b>Will I share a ride with another passenger?</b>	Yes	Sometimes	Sometimes

**We want to hear from you!**

Learn more about how we are considering microtransit in each of the Bus Revolution design scenarios. You can attend one of our community events and talk to members of our team, go online, and take a look at the maps and complete our survey about the design options.

We want to hear from you! Visit [SEPTABusRevolution.com](http://SEPTABusRevolution.com) to learn more and share your insights with us.

**Concept Sheet: Network Comparison (1-pager)**

SEPTA Forward: Bus Revolution created two bus network options that are reimagined versions of SEPTA's bus network. Each option offers a fresh perspective of SEPTA's current bus network and offers different benefits and tradeoffs (or compromises). Take a look at how the two network options compare with SEPTA's existing bus network.

	Existing Bus Network	Network Option 1	Network Option 2
Total Number of Bus Routes	125	93	109
Total Number of Frequent Bus Routes (15 minutes or better)	32	48	36
Annual Bus Service Hours	3.765 m	3.752 m	3.677 m
Residents Served by Frequent Bus Routes (15 minutes or better)			
Weekdays at Noon	1.4	1.84	1.64
Weekdays at 5 pm	1.6	1.85	1.65
Saturday at Noon	1.0	1.81	1.60
Sunday at Noon	410,900	1.81	1.55
Jobs Served by Frequent Bus Routes (15 minutes or better)			
Weekdays at Noon	660,700	882,800	783,800
Weekdays at 5 pm	726,600	888,800	789,900
Saturday at Noon	545,900	881,100	779,900
Sunday at Noon	359,800	881,100	768,900

## Photos - Selection

### Frankford TC



### Olney TC

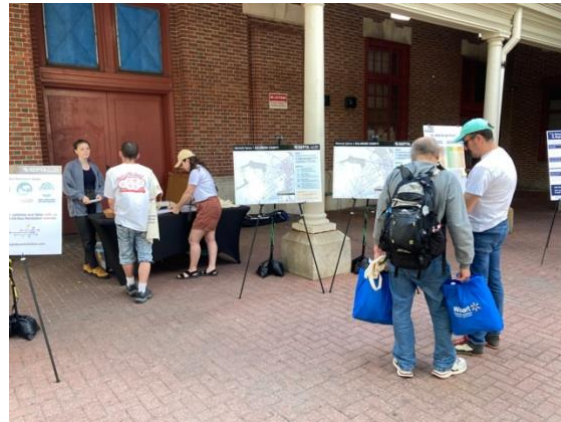


### 69<sup>th</sup> Street TC





## Chester TC



## Norristown TC





## Broad & Oregon



## Wissahickon TC



## 15<sup>th</sup> & JFK Blvd





# Appendix D: Project Bus

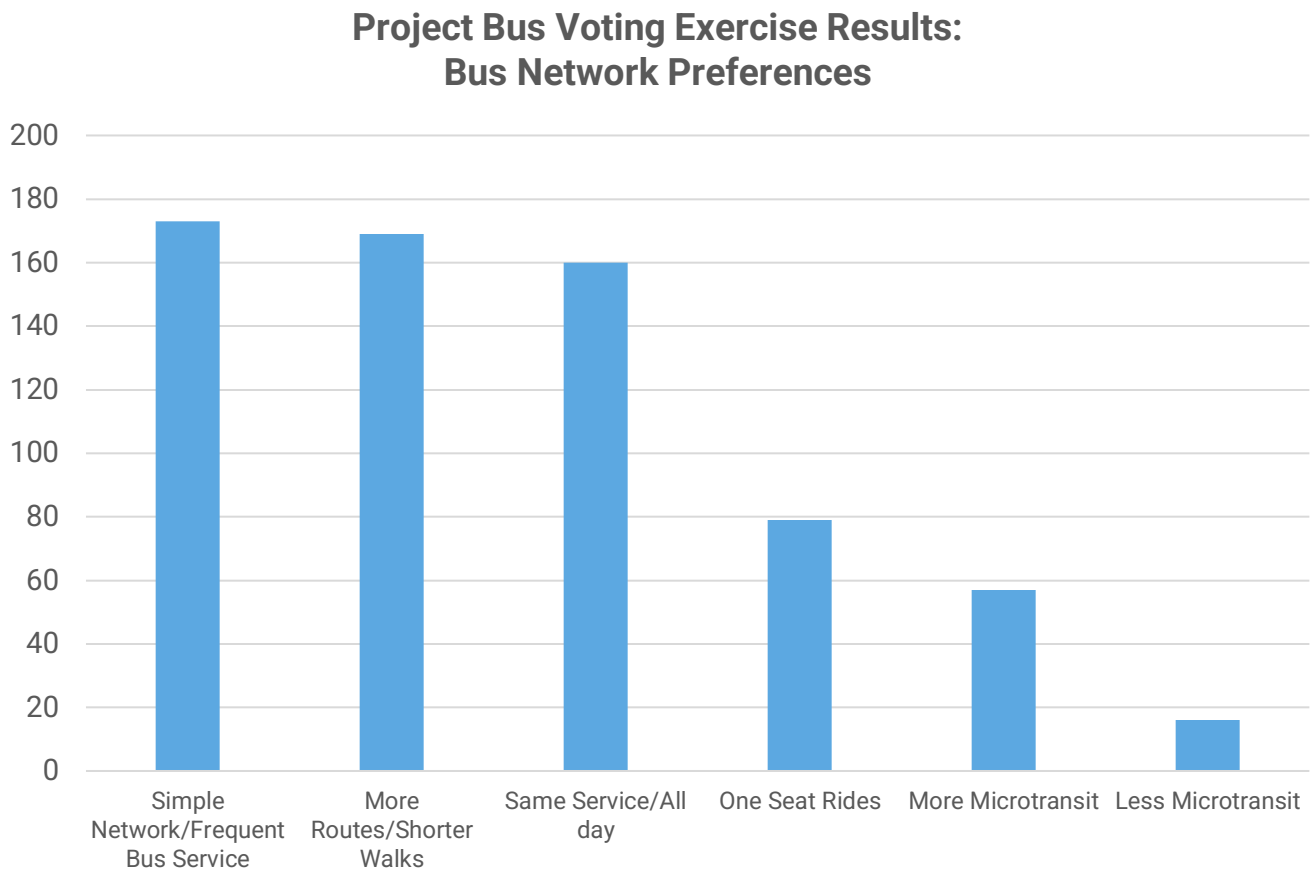
## Photos - Selection



## Feedback Exercise Results

Below are the results from the feedback activity used at community events attended by the Project Bus. In the activity, participants were asked to vote for the top three features of a potential future bus network that they would like the most.

**Figure D-1: Phase II Project Bus Voting Exercise Results**



# Appendix E: Virtual Community Conversations

Phase 1 Bus Revolution engagement included two virtual public meetings (“Transit Talks”). Below are the live polling results for the trade-offs questions featured in each session.

**Figure E-1: Phase II Community Conversation Metrics, By Session/Focus Area**

Date	Session (Focus Area)	Registrations	Attendance	Questions Answered Live	Most Popular Bus Routes Among Registrants
5/12 Thu	Northeast Philly	58	28	11	14 (14x); 58 (13x); 18 (9x); 28 (8x)
5/19 Thu	North Philly	53	8	8	48 (13x); 32, 33 (10x); 49 (8x)
5/26 Thu	West Philly	105	47	18	42 (29x); 31 (26x); 21 (21x); 52 (16x); 64 (15x); 65 (14x), G (13x)
6/2 Thu	Delaware County	26	11	8	109 (10x); 106 (7x); 113, 110 (6x); 108 (5x)
6/9 Thu	Montgomery County	43	14	10	103 (7x); 96 (6x); 22, 93 (5x); 55 (4x)
6/16 Thu	South Philly	143	59	10	45 (46x); 47 (40x); 17 (32x); 40 (21x); 64 (21x); 12, 57 (18x)
6/21 Tue	Bucks County	23	10	7	14, 127 (5x); 55, 130 (4x); 128 (3x)
6/23 Thu	Northwest Philly	143	47	11	23 (63x); H (42x); XH (31x); 9 (25x); 27 (19x); 32 (19x)
6/28 Tue	Chester County	23	13	7	104 (5x); 92 (4x); 135, 206 (3x); 124 (2x)
6/30 Thu	Center City	79	29	11	42 (23x); 21 (19x); 48 (16x); 17 (15x); 12 (12x); 47 (11x)
<b>Total</b>		<b>696</b>	<b>266</b>	<b>101</b>	-

## Live Polling – Results (Combined all sessions)

### 1. Do you think the Bus Revolution options are an improvement over SEPTA's existing network?

Choice	Number	Percent
Yes	69	50%
No	24	17%
Unsure	46	33%

### 2. Which Network Option do you think offers the most improvement over the existing network?

Choice	Number	Percent
Network Option 1	48	35%
Network Option 2	39	28%
Unsure	51	37%

### 3. What do you like best about Network Option 1?

Choice	Number	Percent
The network looks simpler and easier to understand.	20	15%
It seems like my bus trips will be faster.	30	23%
Buses arrive more frequently, so I won't have to wait as long at the bus stop.	58	44%
I like the idea of an on-demand service like microtransit	14	11%
Other (type in chat)	11	8%

### 4. What do you like best about Network Option 2?

Choice	Number	Percent
The network looks simpler and easier to understand.	10	7%
It seems like my bus trips will be faster.	24	18%
There are more bus routes, so I won't have to walk as far.	48	35%
I feel like I have more choices and options.	37	27%
Other (type in chat)	17	13%

## Appendix F: Story Map (English and Spanish)





# Bus Revolution Network Options

SEPTA Forward: Bus Revolution is sharing two different bus network options, and we want your feedback.

**SEPTA**

## **SEPTA Forward: Bus Revolution**

SEPTA is redesigning its bus network and we need your help. From simplifying routes to improving service speed and reliability, the Bus Revolution takes your input and puts it into motion.

**We need your help.**

**Provide us with feedback on our two proposed bus network options.**

SEPTA Forward: Bus Revolution is sharing two different network options with the hope of getting feedback on potential changes to the bus network. We are not asking you to vote on which option we should implement. Instead, we would like to hear what you like and don't like about each option. We'll use this information to create draft recommendations and we'll share them in the Fall.



[Take our Survey](#)

## Bus Revolution Goals

The bus revolution is centered around three goals:



PUTTING RIDERS FIRST



INCREASING ACCESS TO  
OPPORTUNITY



BUILDING TRUST WITH  
RELIABLE SERVICE

1. **Putting Riders First** by simplifying the bus network and making it easy to use all SEPTA services.
2. **Increasing Access to Opportunity** by prioritizing service improvements in areas with the highest needs and making travel times faster and more competitive with driving.
3. **Building Trust with Reliable Service** by improving system reliability and increasing access to frequent bus

service.

## Bus Revolution Network Options

### What are Bus Network Options?

Each bus network option is a reimagined version of SEPTA's bus system.

They offer different benefits and tradeoffs (or compromises) to riders.

### How are they the same?

- They are budget neutral (they cost the same to operate that SEPTA's network costs today).
- They offer a simpler bus system that is better coordinated with the larger SEPTA network.
- They increase the frequency of the bus routes, in part by reducing the number of bus routes overall.
- They introduce microtransit (or on-demand service in some areas)



### How are they different?

	Network Option 1	Network Option 2
Benefits	<ul style="list-style-type: none"> <li>More bus routes operating <b>all-day frequent service, 7 days a week</b></li> <li><b>Faster trips with shorter wait times</b></li> <li>Improved suburban service quality and coverage through <b>on-demand service (microtransit)</b></li> </ul>	<ul style="list-style-type: none"> <li>More routes, shorter walks</li> <li>More direct trips with fewer transfers for some customers</li> <li>More bus routes in <b>suburban communities</b></li> </ul>
Tradeoffs	<ul style="list-style-type: none"> <li>Fewer routes overall with <b>longer walks</b> for some customers</li> <li>More transfers for some customers</li> </ul>	<ul style="list-style-type: none"> <li>Fewer routes operating <b>all-day frequent service</b>, especially on weekend days</li> <li>Longer wait times</li> </ul>
	<ul style="list-style-type: none"> <li>93 Routes Overall</li> <li>48 Frequent Routes</li> <li>13 Microtransit Zones</li> </ul>	<ul style="list-style-type: none"> <li>109 Routes Overall</li> <li>36 Frequent Routes</li> <li>9 Microtransit Zones</li> </ul>

Network Option Comparison



Network Option 1. Scroll down to explore the option in detail.

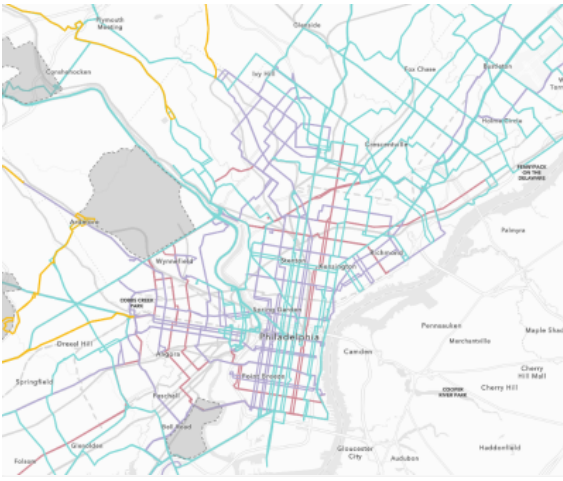
## Network Option 1

- **Network Option 1 has more routes with buses that operate more often**, especially in the middle of the day and on weekend days.
- **Some walks to bus routes are slightly longer** than they are today because the overall number of bus routes is fewer.

- In the suburbs, this means that **service operates at minimum every 30 minutes, and areas that don't have the density for 30-minute service are served instead by microtransit service.**

## Network Option 2

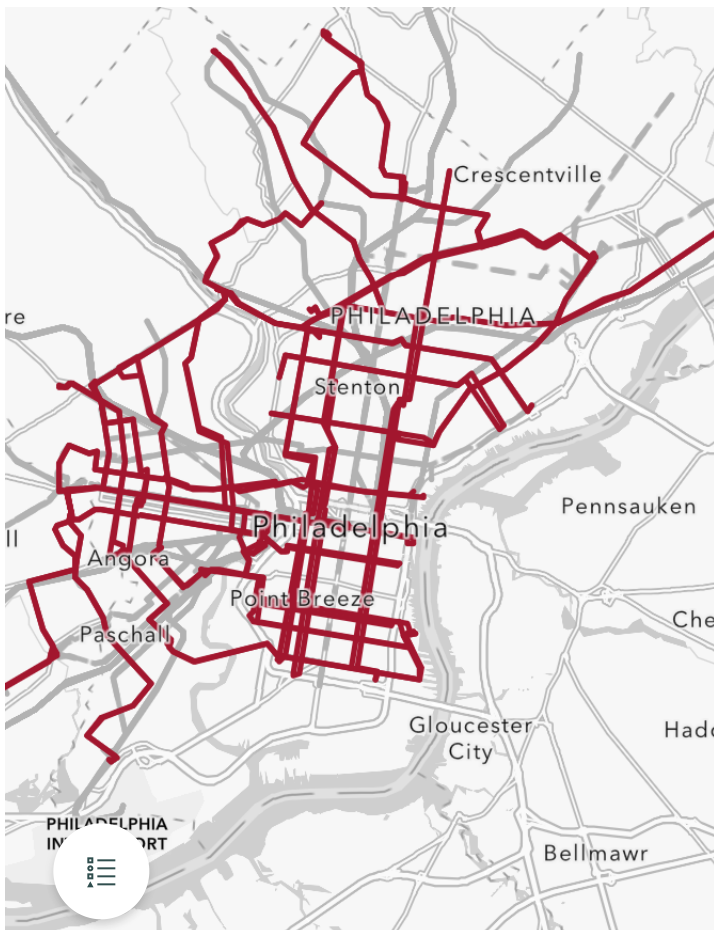
- Network Option 2 has more routes so in some cases walks to the bus routes are shorter, but **because there are more routes, the number of frequent routes is lower in Option 2.**



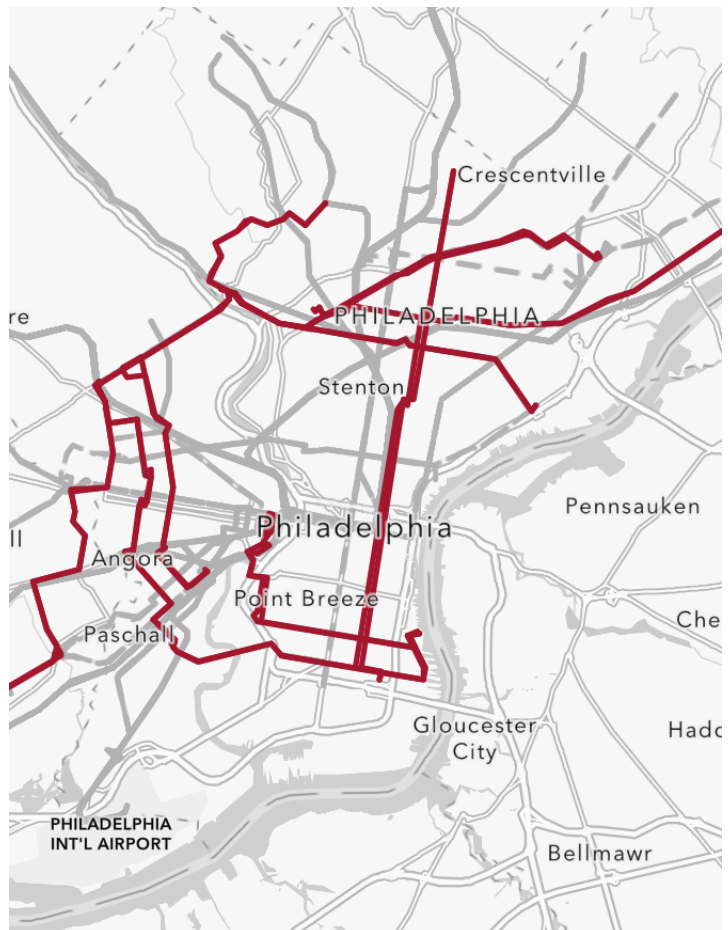
Network Option 2. Scroll down to explore the option in detail.

- **Some walks to bus routes are shortened** because there are more routes to choose from.
- This network also **relies less on transfers**, so more trips can be made with just a single bus ride.
- In the suburbs, Network Option 2 **includes some bus routes that come once an hour, instead of using microtransit**, although Network Option 2 does have some microtransit zones.

The following maps describe how the two networks compare, beginning with the most frequent routes. You can view the networks in their entirety at the bottom of this page.



data.pa.gov, New Jersey Office of GIS, Esri,... Powered by Esri



data.pa.gov, New Jersey Office of GIS, Esri,... Powered by Esri



## Compare the Network Options: **Very Frequent Service**

The two network options invest in bus service in different ways:

- Both options have a **10 MAX** network – bus routes that operate at least every 10 minutes between early morning and late evening
- **Network Option 1 (to the left of the slider)** has more frequent service on more routes and fewer routes overall.
- **Network Option 2 (to the right of the slider)** has more routes and less frequent service overall.

Move the slider back and forth to see how the **10 MAX** network changes between options. **You can also select routes, pan, zoom, and view the map full screen.** This map includes existing trolley, subway, and Regional Rail services.

If you'd like to compare these options to SEPTA's existing bus network, you can [download this map](#) that shows routes colored by how frequent service is on weekdays at noon.



## Compare the Network Options: Frequent Service

- Both options also have a **15 MAX** network – bus routes that operate at least every 15 minutes between early morning and late evening.
- The **15 MAX** network expands the breadth of frequent transit to more places throughout the region.

Move the slider back and forth to see how the **15 MAX** changes between options. This map includes existing trolley and subway services.

If you'd like to compare these options to SEPTA's existing bus network, you can [download this map](#) that shows routes colored by how frequent service is on weekdays at noon.

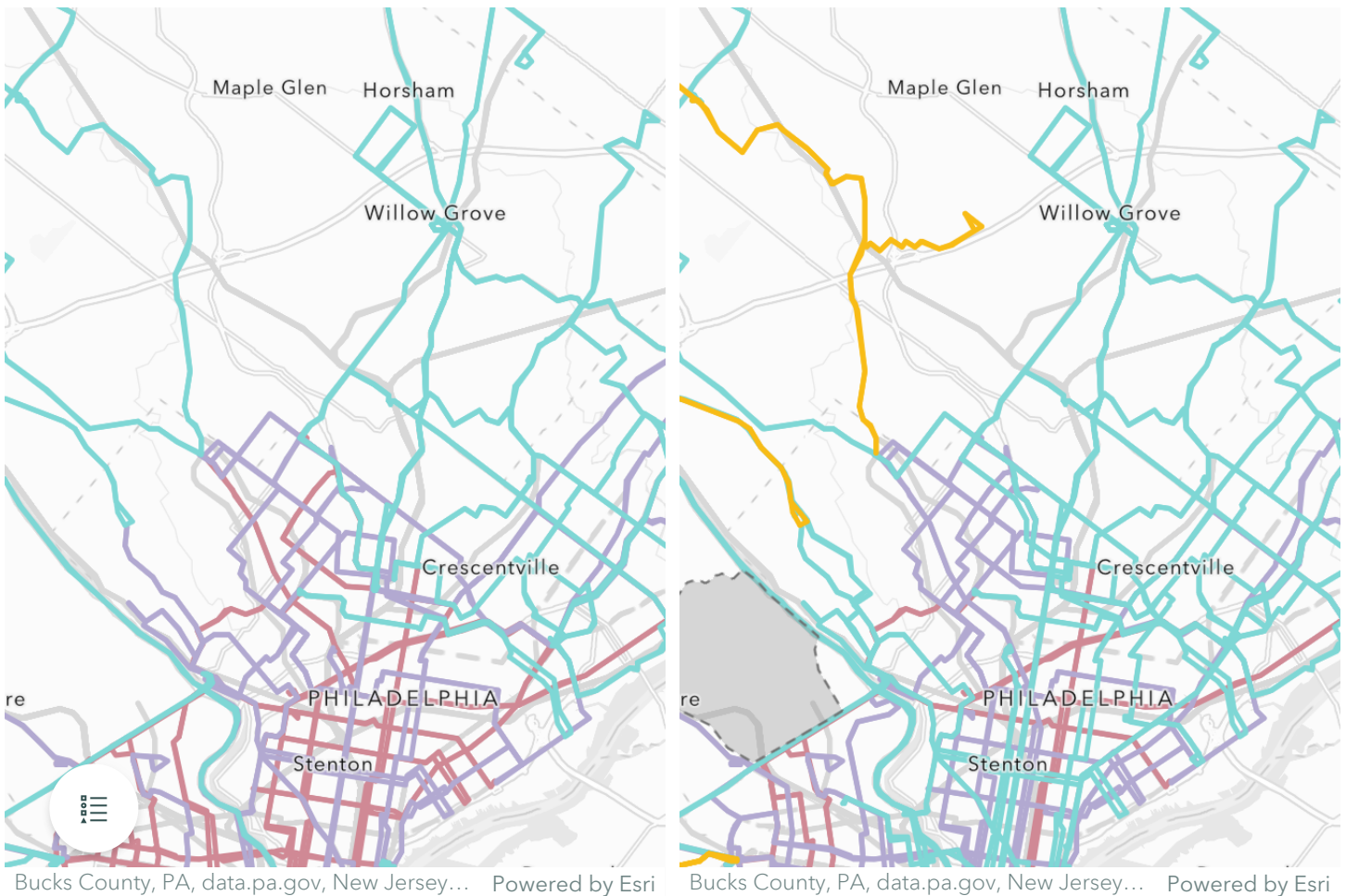




## Compare the Network Options: 30-Minute Service

- Both options use lower frequency bus routes that feed into SEPTA's frequent network.
- **30 MAX** routes operate at least every 30 minutes between early morning and late evening.
- Move the slider back and forth to see how the **30 MAX** network compares between the two options.

If you'd like to compare these options to SEPTA's existing bus network, you can [download this map](#) that shows routes colored by how frequent service is on weekdays at noon.



## Compare the Network Options: Suburban Service

The network options are also different in the suburbs:

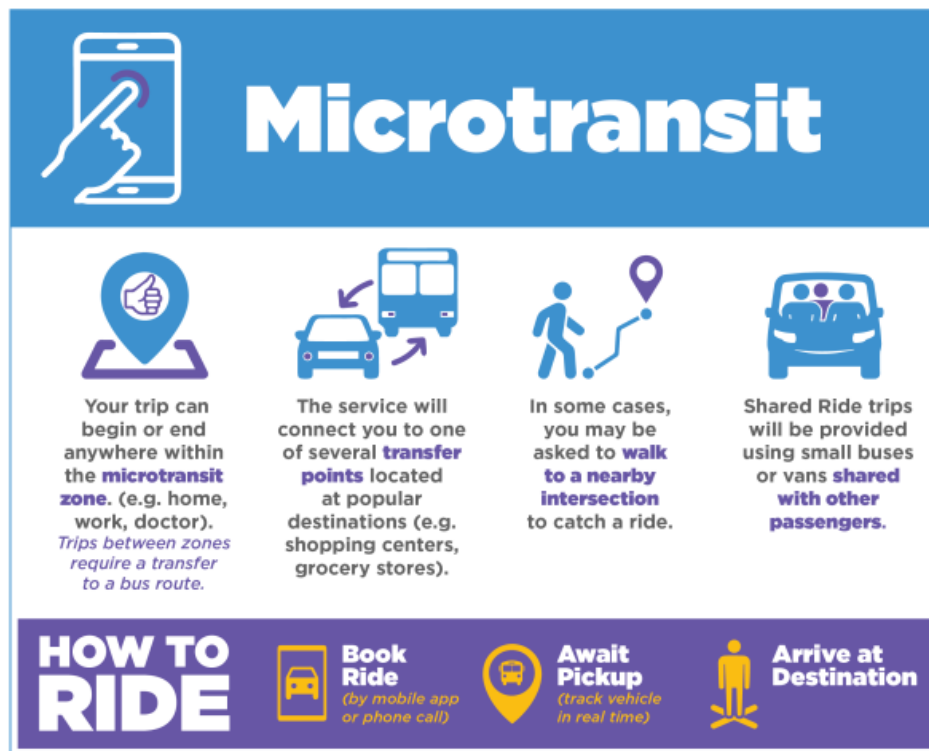
- **Network Option 1 (left)** includes many areas served by **microtransit**, which is on-demand service available to people traveling within a defined zone. In the suburbs, all routes are at least **30 MAX**.
- **Network Option 2 (right)** includes a combination of **60 MAX** bus routes and some microtransit. **60 MAX** routes operate at least every 60 minutes between early morning and late evening.
- Move the slider back and forth to see how the suburban bus services differ between the two options.

If you'd like to compare these options to SEPTA's existing bus network, you can [download this map](#) that shows routes colored by how frequent service is on weekdays at noon.

The next section describes what **microtransit** is and how it would work for SEPTA riders. If you would like to skip ahead to providing feedback on the two options, [click here](#).

## What is microtransit?

Microtransit is a new type of flexible public transportation service that is like traditional "dial-a-ride." Microtransit allows riders to request a trip on their smart phone (or computer or telephone) and be picked up within a specified wait time (usually 30 minutes) after they request their trip.



Microtransit overview

The service is designed to:

- Serve low density, less populated areas where people want and need public transportation but traditional fixed-route bus service does not carry many riders.
- Provide a great customer experience that allows people to schedule trips in real-time and be picked-up and dropped-off at, or near their location.
- Use smaller vehicles that are comfortable and accessible for most riders.

## How does it work?

The illustrations below explain how microtransit works and highlights the differences between fixed route bus service, ADA paratransit, and microtransit. Note that fixed route bus service means any bus route in the SEPTA system that presently travels along a set path.

ADA paratransit is the same as SEPTA's Customized Community Transportation (CCT) service that provides

paratransit service to individuals with disabilities and senior citizens.

<b>RIDER EXPERIENCE FAQ</b>	<b>Fixed Route</b>	<b>ADA Paratransit</b>	<b>Microtransit</b>
<b>Where will I be picked up or dropped off?</b>	Bus Stop	Front Door	Front door or nearby intersection
<b>Where can I ride?</b>	Trips must begin or end at fixed-route bus stop.	Trips must begin/end within 3/4 mile of a fixed route stop.	Trips must begin/end within a defined microtransit zone.
<b>Do I need to book a ride in advance?</b>	No advance booking is required.	Booking at least a day in advance is required.	Service can be booked the same day the trip is taken.
<b>Who can ride?</b>	Anyone can ride.	Pre-approved customers only.	Anyone can ride.
<b>Is the service ADA-accessible?</b>	Wheelchair Accessible	Wheelchair Accessible + Assistance Provided	Wheelchair Accessible
<b>Will I share a ride with another passenger?</b>	Yes	Sometimes	Sometimes

## We want to hear from you!

Share your thoughts on the two network options by filling out the survey available at the link below:

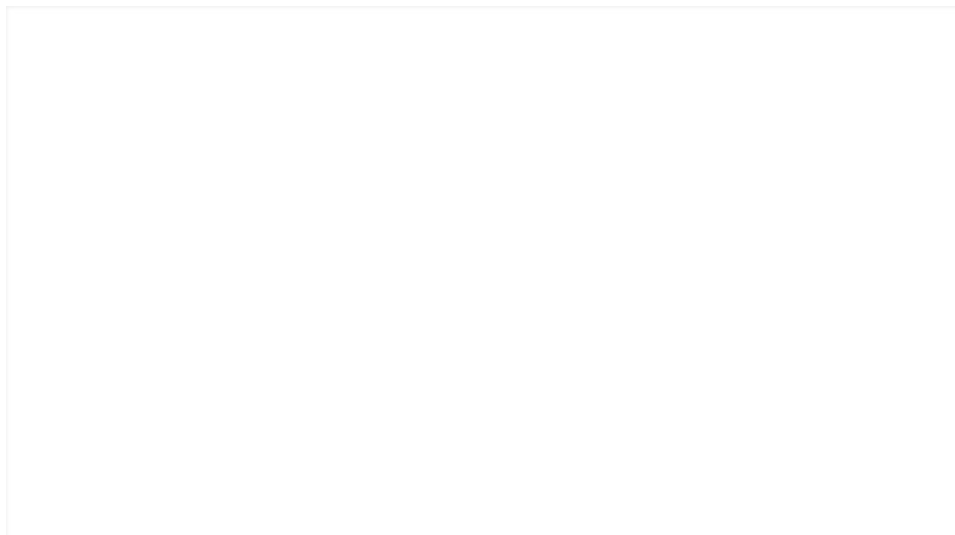
[Take our Survey](#)

## Want to explore the network options in more depth?

If you'd like to learn more before you tell us what you think, take a look at the interactive maps below. There is one map for

each option. Click on each route for more information on how often the bus comes and hours of operation. Some useful features are described below. Note that the below maps are viewable on a computer or a tablet, but most smartphone screens are too small to display the maps.

- **Navigation & Zoom In/Out:** Simply click on the map, hold, and drag the mouse to navigate. To zoom, click on the plus/minus buttons in the bottom right of the map.
- **Jane Tool:** The person icon at the bottom of the map can be clicked and dragged to any location to see how far you can travel within different time increments (e.g., one hour) using that option's bus network. Try dropping it on your home, work, or any other location to see how the New Bus Network will work for you.
- **Leave a Comment:** In the top right of the map, you can click "Post Comment" and leave the comment at any location in the map, then click "Post" to finish.
- **Lookup How Your Bus Route has been Renamed in the Network Options:** Because many routes have been changed, we have given temporary new route numbers to the routes in the network options. To lookup how a bus route has been renamed in each option and the frequency of the route, use the tool below.





Opciones de red de Bus Revolution



# Opciones de red de Bus Revolution

SEPTA está rediseñando su red de autobuses y necesitamos su ayuda.

**SEPTA**

## **SEPTA Forward: Bus Revolution**

SEPTA está rediseñando su red de autobuses y necesitamos su ayuda. Bus Revolution acepta sus sugerencias y toma medidas en base a ellas, desde simplificar las rutas hasta mejorar la frecuencia y la confiabilidad del servicio.

### **Necesitamos su ayuda.**

**Denos su opinión sobre las dos redes propuestas para los autobuses de SEPTA.**



SEPTA Forward: Bus Revolution está presentando dos opciones diferentes para la red de autobuses y espera recibir opiniones sobre posibles cambios en las mismas. No le estamos pidiendo que vote por la opción que deberíamos implementar, sino que queremos saber lo que le gusta y no le gusta de cada opción. Utilizaremos esta información para elaborar un borrador de recomendaciones que daremos a conocer en el otoño.



Tome nuestra encuesta

## Objetivos Dela Bus Revolution

Bus Revolution se centra en tres objetivos:



1. **Pensar primero en los usuarios** al simplificar la red de autobuses y facilitar el uso de todos los servicios de SEPTA.
2. **Aumentar el acceso a las oportunidades** dando prioridad a mejoras del servicio en las zonas con mayores



necesidades, acelerando los tiempos de viaje y haciéndolos más competitivos respecto a la utilización de un automóvil.

3. **Generar confianza con un servicio cumplidor,** mejorando la confiabilidad del sistema y aumentando el acceso a un servicio de autobús frecuente.

Nos hemos basado en estos objetivos, y en las opiniones recogidas en encuestas anteriores, para elaborar dos opciones de red de autobuses que ofrecen, cada una, una manera diferente de organizar las rutas de SEPTA. Esto no supone una situación de elección entre una y otra opción, sino que queremos saber lo que le gusta y no le gusta de cada una de ellas.

## Opciones De Red De Bus Revolution

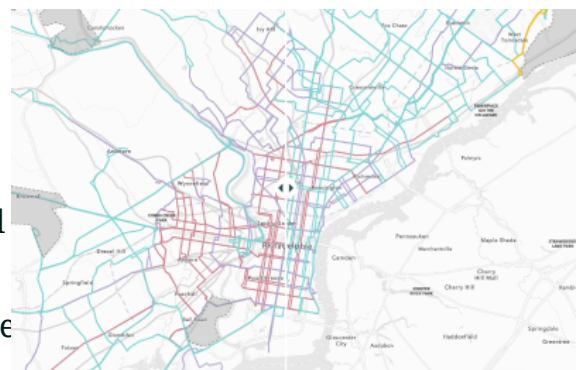
### ¿Cuáles son las opciones para la red de autobuses?

Cada red de autobuses es una versión reestructurada de las rutas de SEPTA.

Ofrecen diferentes beneficios y concesiones (o arreglos) a los usuarios.

### ¿En qué se parecen?

- El presupuesto no varía.
- Ofrecen un sistema de autobuses más sencillo y mejor coordinado con la red más amplia de SEPTA.
- Aumentan la frecuencia de las rutas de autobuses, en parte por reducir la cantidad total de rutas.



- Introducen el **microtransporte** (o servicio a pedido) en algunas zonas.

## ¿En qué se diferencian?

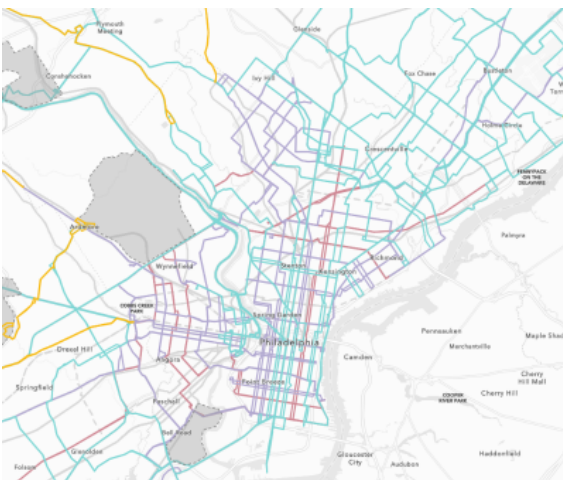


La Opción de red 1

### La Opción de red 1

- La Opción de red 1 tiene **menos rutas pero un servicio más frecuente en general**, especialmente en las horas centrales del día y durante los fines de semana. En consecuencia, en algunos casos, el camino hasta la parada será un poco más largo que el actual.

- En los suburbios, esto significa que el **servicio funcionará como mínimo cada 30 minutos** y en las zonas que no tengan la densidad necesaria para esta frecuencia se prestará en cambio un servicio de microtransporte.

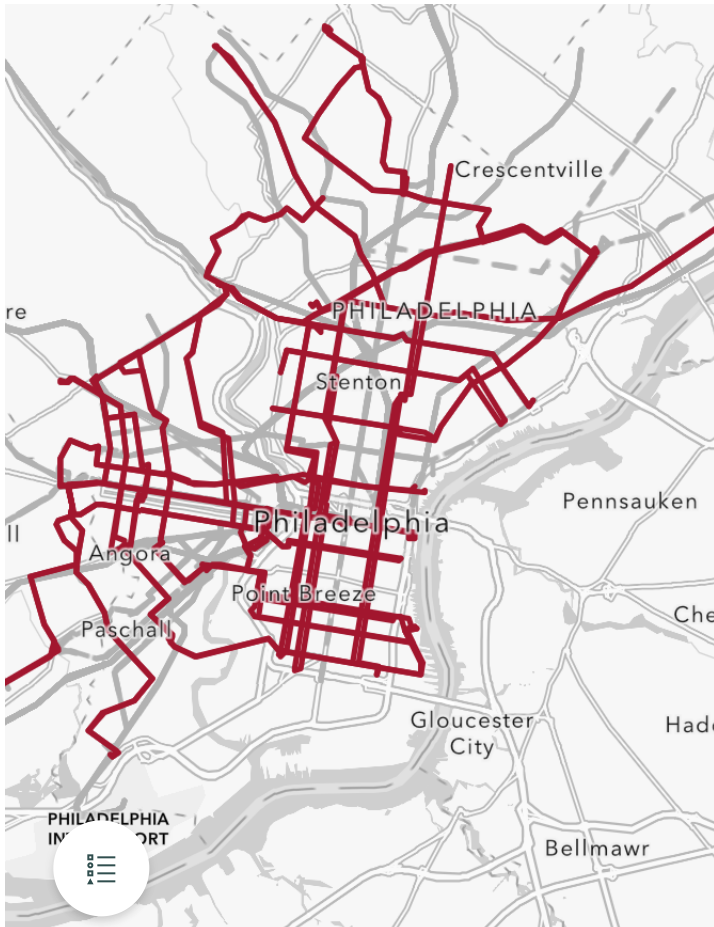


La Opción de red 2

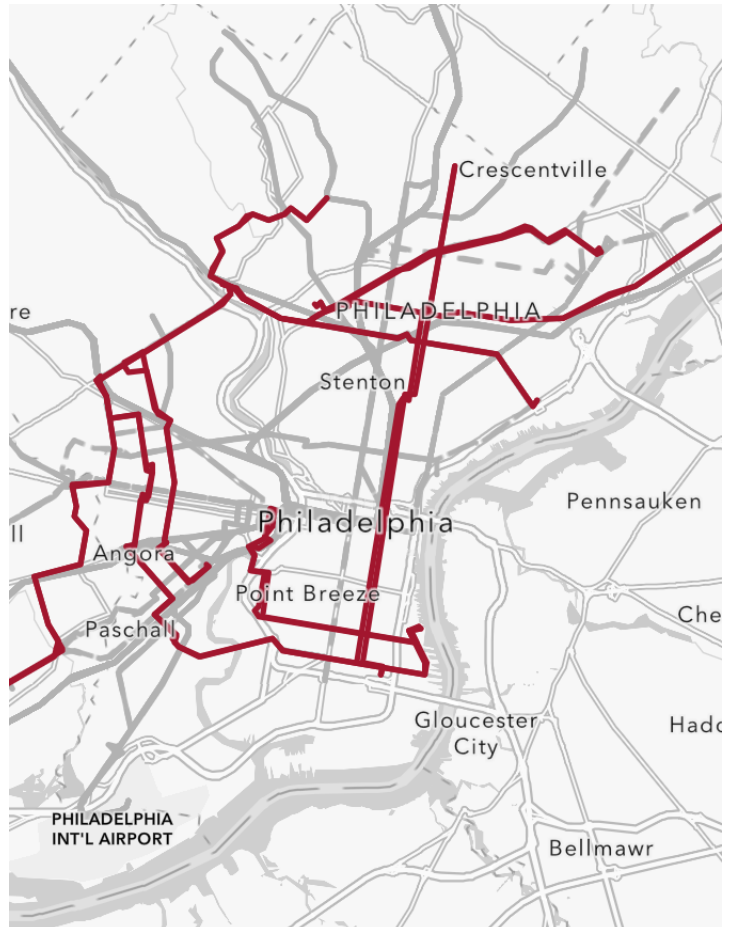
### La Opción de red 2

- La Opción de red 2 tiene **más rutas**, por lo que, en algunos casos, el camino hasta la parada será más corto. Sin embargo, **al haber más rutas, la cantidad de rutas con servicio frecuente será menor que en el escenario 1**.
- Esta red también **requiere menos transbordos**, por lo que se podrá viajar a más lugares en un mismo autobús.

- En los suburbios, en lugar del microtransporte, la opción de red 2 **incluye algunas rutas de autobús que pasarán cada una hora**. No obstante, esta opción también cuenta con algunas zonas de microtransporte.



data.pa.gov, New Jersey Office of GIS, Esri,... Powered by Esri



data.pa.gov, New Jersey Office of GIS, Esri,... Powered by Esri

## Comparación de las opciones de red: **servicio muy frecuente**

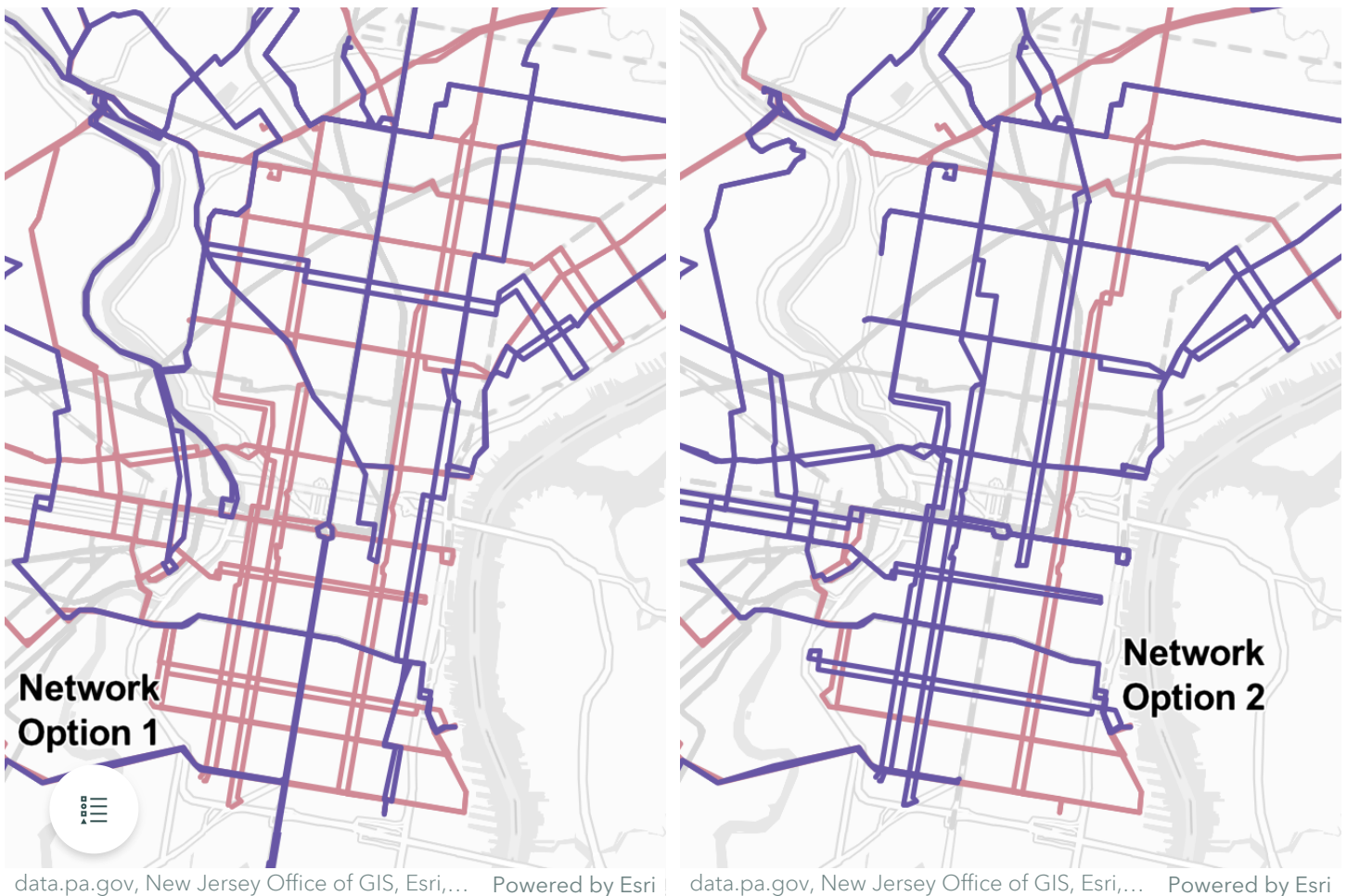
Las dos opciones de red invierten de manera distinta en el servicio de autobuses:

- **La Opción 1 (izquierda)** tiene menos rutas en total pero un servicio más frecuente en más rutas
- **Opción de red 2 (derecha)** tiene más rutas pero un servicio menos frecuente en general.
- Ambas opciones disponen de una red **10 MAX**, que son rutas de autobús con una frecuencia mínima de 10 minutos

entre las primeras horas de la mañana y las últimas horas de la tarde.

Mueva el deslizador hacia adelante y atrás para ver cómo varía la frecuencia MÁX 10 entre ambas opciones. Este mapa incluye los servicios actuales de tranvía y trenes subterráneos.

Si desea consultar la red de autobuses actual de SEPTA, puede descargar [este mapa](#) que muestra las rutas coloreadas según la frecuencia del servicio en días laborables al mediodía.



## Comparación de las Opciones de red: servicio frecuente

- Ambas opciones también disponen de una red 15 MAX network, que son rutas de autobús con una frecuencia mínima de 15 minutos entre las primeras horas de la mañana y las últimas horas de la tarde.

- La red **15 MAX** extiende el alcance del transporte frecuente a más lugares de la región.
- Mueva el deslizador hacia adelante y hacia atrás para ver cómo varía la frecuencia **15 MAX** entre ambas opciones. Este mapa incluye los servicios actuales de tranvía y trenes subterráneos.

Si desea consultar la red de autobuses actual de SEPTA, puede descargar [este mapa](#) que muestra las rutas coloreadas según la frecuencia del servicio en días laborables al mediodía.



## Comparación de las opciones de red: **servicio cada 30 minutos**

- Ambos escenarios utilizan rutas de autobús de menor frecuencia que se coordinan con la red frecuente de SEPTA.
- Las rutas **30 MAX** tienen una frecuencia mínima de 30 minutos entre las primeras horas de la mañana y las



últimas horas de la tarde.

- Mueva el deslizador hacia adelante y hacia atrás para comparar la red **30 MAX** de ambos escenarios.

Si desea consultar la red de autobuses actual de SEPTA, puede descargar [este mapa](#) que muestra las rutas coloreadas según la frecuencia del servicio en días laborables al mediodía.



Bucks County, PA, data.pa.gov, New Jersey... Powered by Esri | Bucks County, PA, data.pa.gov, New Jersey... Powered by Esri

## Comparación de las opciones de red: servicio suburbano

Las opciones de red también son diferentes en los suburbios:

- **La opción de red 1** incluye varias zonas con servicio de **microtransit**, un servicio a pedido que está disponible para personas que viajan dentro de una cierta zona.
- **La opción de red 2** incluye una combinación de rutas de autobús **60 MAX** y algunos servicios de microtransit.

- Las rutas **60 MAX** tienen una frecuencia mínima de 60 minutos entre las primeras horas de la mañana y las últimas horas de la tarde.
- Mueva el deslizador hacia adelante y hacia atrás para ver cómo difieren los servicios suburbanos de autobús entre ambos escenarios.

Si desea consultar la red de autobuses actual de SEPTA, puede descargar [este mapa](#) que muestra las rutas coloreadas según la frecuencia del servicio en días laborables al mediodía.

La siguiente sección describe qué es el microtransit y cómo funcionaría para los usuarios de SEPTA. Si prefiere omitir esta sección y pasar directamente a darnos su opinión sobre ambos escenarios, [haga clic aquí](#).

## ¿Qué es el microtransporte ("microtransit")?

El microtransporte es un nuevo tipo de servicio de transporte público flexible, similar al tradicional “dial-a-ride” (llame para un viaje). Permite a los usuarios solicitar un viaje con su teléfono inteligente (o computadora o teléfono fijo) y ser recogidos dentro de un tiempo de espera especificado (generalmente 30 minutos) tras haberlo solicitado.



El servicio fue diseñado para lo siguiente:

- Prestar servicio en zonas de baja densidad de población, donde las personas quieren y necesitan transporte público, pero donde el servicio tradicional de autobús de ruta fija no tiene muchos usuarios.
- Ofrecer una gran experiencia al cliente que le permita programar sus viajes en tiempo real y ser recogido o dejado en el lugar que desea o cerca del mismo.
- Utilizar vehículos más pequeños que sean cómodos y accesibles para la mayoría de los usuarios.

## ¿Cómo funciona?

Los cuadros siguientes explican cómo funciona el microtransporte y destacan las diferencias entre el servicio de autobús de ruta fija, el servicio de paratransito de ADA y el servicio de microtransporte. Advierta que por servicio de autobús de ruta fija se entiende cualquier ruta de autobús del sistema de SEPTA que actualmente recorre un trayecto fijo.

El servicio de paratransito de ADA es igual al servicio de transporte comunitario personalizado de SEPTA (CCT, por sus siglas en inglés) que presta servicio de transporte a personas con discapacidades y a personas mayores.

<b>PREGUNTAS FRECUENTES</b> DEL USUARIO	<b>Ruta fija</b>	<b>ADA Paratransit</b>	<b>Microtransporte</b>
<b>¿Dónde me recogerán o dejarán?</b>	Parada de autobús	Puerta de su casa	Puerta de la casa o intersección cercana
<b>¿A dónde puedo viajar?</b>	Los viajes deben comenzar o terminar en una parada de la ruta fija.	Los viajes deben comenzar y terminar a menos de 3/4 de milla de una parada de ruta fija.	Los viajes deben comenzar y terminar dentro de una zona de microtransporte delimitada.
<b>¿Es necesario reservar el viaje con antelación?</b>	No se requiere reserva previa.	Requiere reserva con al menos un día de antelación.	El servicio se puede reservar el mismo día del viaje.
<b>¿Quiénes pueden viajar?</b>	Puede viajar cualquier persona.	Solo para clientes previamente aprobados.	Puede viajar cualquier persona.
<b>¿Es accesible el servicio para personas con discapacidad?</b>	Tiene acceso para silla de ruedas	Tiene acceso para silla de ruedas y ofrece asistencia	Tiene acceso para silla de ruedas
<b>¿Compartiré el viaje con otros pasajeros?</b>	Sí	A veces	A veces

## Queremos conocer su opinión

Comparta su opinión sobre ambos escenarios completando la encuesta aquí.

[Tome nuestra encuesta](#)

Si desea conocer más detalles antes de darnos su opinión, consulte los siguientes mapas interactivos. Haga clic en cada ruta para obtener más información sobre la frecuencia de los

autobuses y sus horarios de operación. A continuación se describen algunas funciones útiles.

- **Navegación y Zoom cerca/lejos:** para navegar, solo haga clic en el mapa, sostenga y deslice el ratón. Para acercarse/alejarse, haga clic en los botones más/menos, en la parte inferior derecha del mapa.
- **Herramienta Jane:** puede hacer clic en el ícono de persona que se encuentra en la parte inferior del mapa y arrastrarlo a cualquier lugar para conocer la distancia que puede viajar en diferentes incrementos de tiempo (por ejemplo, una hora) utilizando la red de autobuses de ese escenario. Pruebe colocar el ícono en su casa, en el trabajo o en cualquier otro lugar para saber si la nueva red de autobuses le resultará beneficiosa.
- **Deje un comentario:** en la parte superior derecha del mapa, puede hacer clic en "Post Comment" (hacer comentario), dejar el comentario en cualquier lugar del mapa y luego hacer clic en "Post" (publicar) para finalizar.

